VISITOR USE AND SELECTED MEDIA SURVEYS
FORTRESS OF LOUISBOURG
NATIONAL HISTORIC PARK 1986

PREPARED FOR:
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ATLANTIC REGION
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MAY, 1987

89-06428/

TABLE OF CONTENTS

LIST OF TABLES ..... *v*

LIST OF FIGURES ..... *ix*

INTRODUCTION *1*

I. VISITOR USE SURVEY **2**

I.1 CHARACTERISTICS OF VISITORS TO THE RECONSTRUCTION SITE 2

I.1.1 ORIGIN *2*

I.1.2 PARTY COMPOSITION AND AGE DISTRIBUTION *3*

I.1.3 PARTY SIZE *5*

I.1.4 BILINGUAL REQUIREMENTS *6*

I.2. TRAVEL PATTERNS OF VISITORS TO LOUISBOURG 7

I.2.1 LENGTH OF TIME SPENT ON CAPE BRETON ISLAND *7*

I.2.2 LOCATION OF PREVIOUS NIGHT'S ACCOMMODATION *10*

I.2.3 TIME AT WHICH A DECISION WAS MADE TO VISIT LOUISBOURG *11*

I.2.4 HOW VISITORS FIRST LEARNED OF LOUISBOURG *13*

I.2.5 MODE OF TRAVEL TO LOUISBOURG *14*

I.3 PATTERNS OF VISITS TO THE RECONSTRUCTION SITE **15**

I.3.1 EXPECTED AND ACTUAL LENGTH OF STAY AT LOUISBOURG *15*

I.3.2 PREVIOUS VISITS TO LOUISBOURG *18*

I.3.3 VISITS TO THE SPECIFIC FACILITIES AT LOUISBOURG *19*

I.3.4 USE OF RESTAURANT SERVICES AT THE PARK *22*

TABLE OF CONTENTS

I.3.5 USE OF TOUR GUIDES *24*

I.3.6 PARTICIPATION IN THE CHILDREN'S PROGRAM *25*

I.3.7 IDENTIFICATION OF THE THEMES PRESENTED AT LOUISBOURG *26*

I.3.8 MOST USEFUL METHODS IN LEARNING ABOUT THE PARK THEMES *33*

I.3.9 MOST INTERESTING ASPECTS OF THE FORTRESS *34*

I.3.10 SUGGESTIONS FOR FUTURE DEVELOPMENT/FACILITIES *35*

II. SELECTED MEDIA SURVEYS - GALLERY EXHIBIT 38

II.1 CHARACTERISTICS OF GALLERY EXHIBIT VISITORS 38

II.1.1 ORIGIN *38*

II.1.2 PARTY COMPOSITION AND AGE DISTRIBUTION *39*

II.1.3 PARTY SIZE *40*

II.1.4 USE OF GUIDED TOURS BEFORE VISITING THE GALLERY *40*

II.2 USE PATTERNS IN THE GALLERY EXHIBIT 40

II.2.1 PREVIOUS VISITS TO LOUISBOURG AND THE GALLERY EXHIBIT *40*

II.2.2 AREAS VISITED IN THE GALLERY AND FLOW PATTERNS *41*

II.2.3 TIME SPENT AT THE GALLERY EXHIBIT *43*

II.2.4 BEHAVIOURAL OBSERVATIONS AT THE EXHIBIT SUBCOMPONENTS *44*

II.2.5 INFORMATION GAINED ON THE GALLERY EXHIBIT THEMES *48*

II.2.6 MOST INTERESTING AREA OF THE GALLERY EXHIBIT *50*

TABLE OF CONTENTS

III SELECTED MEDIA SURVEYS - BIGOT HOUSE 52

III.1 CHARACTERISTICS OF VISITORS TO BIGOT HOUSE 52

III.1.1 ORIGIN 52

III.1.2 PARTY COMPOSITION AND AGE DISTRIBUTION 53

III.1.3 PARTY SIZE 53

III.2 USE PATTERNS AT BIGOT HOUSE 54

III 2.1 PREVIOUS VISITS TO LOUISBOURG AND BIGOT HOUSE 54

III.2.2 AREAS VISITED AND FLOW PATTERNS THROUGH BIGOT HOUSE 54

III.2.3 TIME SPEND AT BIGOT HOUSE 56

III.2.4 BEHAVIOURAL OBSERVATIONS AT BIGOT HOUSE 56

III.2.5 INFORMATION OBTAINED THROUGH A VISIT TO BIGOT HOUSE 58

IV SELECTED MEDIA SURVEYS - DUHAGET THEME LOUNGE 60

IV.1 USE PATTERNS IN THE DUHAGET THEME LOUNGE 60

IV.1.1 FLOW PATTERNS THROUGH THE LOUNGE 60

IV.1.2 TIME SPENT IN THE DUHAGET THEME LOUNGE 61

IV.1.3 TIME SPENT IN EACH AREA OF THE DUHAGET THEME LOUNGE 61

IV.1.4 BEHAVIOURAL OBSERVATIONS IN THE DUHAGET THEME LOUNGE 62

APPENDIX A 64

SURVEY DESIGN AND RELIABILITY OF THE RESULTS - VISITOR USE SURVEY 64

A.1 SURVEY DESIGN 64

A.2 SURVEY RESULTS 65

A.2.1 SURVEY COVERAGE AND SAMPLING RATES 65

TABLE OF CONTENTS

A.2.2 RELIABILITY OF THE SURVEY DATA *66*

APPENDIX B **67**

SURVEY DESIGN AND RELIABILITY OF THE RESULTS
SELECTED MEDIA SURVEYS - GALLERY EXHIBIT 67

B.1 SURVEY DESIGN 67

B.2 SURVEY RESULTS 68

B.2.1 SURVEY COVERAGE AND SAMPLING RATES *68*

B.2.2. RELIABILITY OF THE SURVEY DATA *69*

APPENDIX C **70**

SURVEY DESIGN AND RELIABILITY OF THE RESULTS
SELECTED MEDIA SURVEYS - BIGOT HOUSE 70

C.I SURVEY DESIGN 70

C.2 SURVEY RESULTS 71

C.2.1 SURVEY COVERAGE AND SAMPLING RATES *71*

C.2.2 RELIABILITY OF THE SURVEY DATA *71*

APPENDIX D **72**

SURVEY DESIGN AND RELIABILITY OF THE RESULTS
SELECTED MEDIA SURVEYS - DUHAGET THEME LOUNGE 72

D.1 SURVEY DESIGN 72

D.2. SURVEY RESULTS 72

D.2.1 SURVEY COVERAGE AND SAMPLING RATES *72*

D.2.2 RELIABILITY OF THE SURVEY RESULTS *73*

LIST OF TABLES

TABLE I.1

PARTY COMPOSITION BY ORIGIN 4

TABLE I.2

A COMPARISON OF AGE DISTRIBUTION BY ORIGIN 5

TABLE I.3

A COMPARISON OF AVERAGE PARTY SIZE BY ORIGIN 6

TABLE I.4

PER CENT OF VISITORS STAYING ON CAPE BRETON ISLAND ON NIGHTS PREVIOUS AND SUBSEQUENT TO A VISIT TO LOUISBOURG BY ORIGIN 8

TABLE I.5

LOCATION OF ACCOMMODATION ON THE NIGHT FOLLOWING A VISIT TO LOUISBOURG BY ORIGIN, NON-CAPE BRETON ISLAND RESIDENTS ONLY 9

TABLE I.6

AVERAGE NUMBER OF NIGHTS SPENT ON CAPE BRETON ISLAND BY ORIGIN NON CAPE BRETON ISLAND RESIDENTS ONLY 10

TABLE I.7

LOCATION OF PREVIOUS NIGHT'S ACCOMMODATION BY ORIGIN NON-CAPE BRETON ISLAND RESIDENTS ONLY 11

TABLE I.8

TIME AT WHICH VISITORS DECIDED TO INCLUDE A VISIT TO LOUISBOURG IN THEIR PLANS, BY ORIGIN 12

TABLE I.9

HOW VISITORS FIRST LEARNED ABOUT LOUISBOURG, BY ORIGIN 14

TABLE I.10

MODE OF TRAVEL TO LOUISBOURG, BY ORIGIN 15

TABLE I.11

EXPECTED AND ACTUAL LENGTH OF STAY AT THE FORTRESS OF LOUISBOURG, BY ORIGIN 16

TABLE I.12

LENGTH OF STAY AT LOUISBOURG BY LOCATION OF ACCOMMODATION 17

LIST OF TABLES

TABLE I.13

LENGTH OF STAY AT LOUISBOURG BY WHEN THE DECISION WAS MADE TO VISIT THE PARK 18

TABLE I.14

PREVIOUS VISITS TO LOUISBOURG, BY ORIGIN 19

TABLE I.15

ACTUAL LENGTH OF STAY AT LOUISBOURG BY AREAS VISITED 20

TABLE I.16

USE OF RESTAURANT SERVICES IN LOUISBOURG, BY ORIGIN 23

TABLE I.17

VISITOR ASSESSMENT OF THE FOOD SERVICES AVAILABLE AT LOUISBOURG 24

TABLE I.18

USE OF TOUR GUIDES, BY ORIGIN 25

TABLE I.19

PARTICIPATION IN THE CHILDREN'S PROGRAM, BY ORIGIN 26

TABLE I.20

IDENTIFICATION OF THE MAJOR INTERPRETIVE THEMES OF LOUISBOURG, BY ORIGIN 27

TABLE I.21

IDENTIFICATION OF MAJOR PARK THEMES OF LOUISBOURG BY USE OF TOUR GUIDES AND REPEAT VISITS 28

TABLE I.22

AVERAGE LENGTH OF STAY OF VISITORS WHO IDENTIFIED PARK THEMES 29

TABLE I.23

IDENTIFICATION OF PARK THEMES BY AREAS VISITED 30

TABLE I.24

MOST INTERESTING ASPECTS OF THE FORTRESS OF LOUISBOURG 34

TABLE I. 25

SUGGESTIONS FOR FUTURE DEVELOPMENT/FACILITIES 36

LIST OF TABLES

TABLE II.1

ORIGIN OF VISITORS TO THE GALLERY EXHIBIT 38

TABLE II.2

AREAS VISITED IN THE GALLERY 41

TABLE II.3

AVERAGE TIME SPENT IN EACH OF THE EXHIBIT ROOMS-GALLERY EXHIBIT 43

TABLE II.4

BEHAVIOURAL OBSERVATIONS IN THE GALLERY EXHIBIT BY ROOM 46

TABLE II.5

INFORMATION GAINED ON EACH EXHIBIT THEME 49

TABLE II.6

MOST INTERESTING AREA OF THE GALLERY EXHIBIT 51

TABLE III.1

ORIGIN OF VISITORS TO BIGOT HOUSE 52

TABLE III.2

AREAS VISITED IN BIGOT HOUSE 55

TABLE III.3

PATTERN AND ORDER OF VISIT TO EACH AREA IN BIGOT HOUSE 55

TABLE III.4

AVERAGE LENGTH OF STAY IN EACH ROOM OF BIGOT HOUSE 56

TABLE III.5

BEHAVIOURAL OBSERVATIONS IN BIGOT HOUSE 57

TABLE III.6

INFORMATION GAINED AT BIGOT HOUSE ABOUT 18TH CENTURY LOUISBOURG 58

TABLE III.7

MOST USEFUL SOURCE OF INFORMATION ABOUT 18TH CENTURY LOUISBOURG 59

TABLE IV.1

AREAS VISITED IN THE DUHAGET THEME LOUNGE 60

LIST OF TABLES

TABLE IV.2

AVERAGE LENGTH OF STAY OF VISITORS TO EACH AREA OF THE DUHAGET THEME LOUNGE 61

TABLE IV.3

BEHAVIOURAL OBSERVATIONS IN THE DUHAGET THEME LOUNGE 62

TABLE A.1

COMPLETED INTERVIEWS BY SURVEY STRATA 66

LIST OF FIGURES

FIGURE I. 1
ORIGIN OF VISITOR PARTIES TO LOUISBOURG, 1986 2

FIGURE I. 2
PARTY COMPOSITION OF VISITORS TO LOUISBOURG, 1986 3

FIGURE I. 3
AGE DISTRIBUTION OF VISITORS TO LOUISBOURG, 1986 4

FIGURE I. 4
PER CENT OF VISITOR PARTIES INTERVIEWED IN FRENCH BY ORIGIN 7

FIGURE I. 5
TIME AT WHICH PARTIES DECIDED TO INCLUDE A VISIT TO LOUISBOURG IN THEIR PLANS 11

FIGURE I. 6
HOW PARTIES FIRST LEARNED ABOUT LOUISBOURG 13

FIGURE I. 7
A COMPARISON OF THE EXPECTED AND ACTUAL LENGTH OF STAY OF VISITOR PARTIES TO LOUISBOURG, 1986 17

FIGURE I. 8
USE OF RESTAURANT SERVICES AT LOUISBOURG 22

FIGURE I. 9
MOST USEFUL METHODS IN OBTAINING INFORMATION ABOUT LOUISBOURG 33

FIGURE II.1
PARTY COMPOSITION OF VISITORS AT THE GALLERY EXHIBIT, 1986 39

FIGURE II.2
AGE DISTRIBUTION OF VISITORS TO THE GALLERY EXHIBIT, 1986 39

FIGURE II. 3
MAJOR FLOW PATTERNS THROUGH THE GALLERY EXHIBIT, 1986 42

FIGURE III.1
PARTY COMPOSITION OF VISITORS TO BIGOT HOUSE, 1986 53

FIGURE III.2
AGE DISTRIBUTION OF VISITORS TO BIGOT HOUSE, 1986 53

INTRODUCTION

The Fortress of Louisbourg is one of Canada's major National Historic Parks. In addition to its important role in recreating a significant aspect of Canadian history, it is recognized as a major component of the Cape Breton tourism industry. Over the past several years, a major program of reconstruction of portions of the original site has been completed and the focus of the Park has now turned to the interpretation of six major themes relating to the life experienced in 18th century Louisbourg.

The most recent Park Visitor Survey conducted at Louisbourg was in 1977 immediately following completion of the Reconstruction. Since that time, economic conditions which may affect the level of visits from out-of-province have changed dramatically. Now that reconstruction has been completed for almost ten years, it is possible that many of the local visitors who in the initial years would be expected to visit the Fortress frequently, may have altered their patterns of use in more recent years.

In light of these changes both in the focus of the Park and tourist travel patterns, updated information was required on the present Park visitor and his use patterns, in order to evaluate existing management and interpretive plans for the Park. In addition, an assessment on the use of and success of a number of interpretive techniques used in the Park was required to assist in the evaluation of these techniques for incorporation into future interpretive plans.

In order to meet these information needs, a survey was designed for the summer of 1986 with three general objectives:

(1) To gather data on who visits the Reconstruction area of the Park and who participates in various Park programs, services, and activities;

(2) To determine the travel patterns of visitors to the Park in relation to their visit to Cape Breton Island; and

(3) To provide an assessment of the various interpretive techniques used to relate Park themes.

Given these three objectives, it was determined that two distinct surveys were, in fact, required, namely a Visitor Use Exit Survey designed to sample all visitors leaving the Reconstruction Site, and a Selected Media Survey whereby one example each of modern exhibits, animated houses and theme lounges was selected for individual study. The purpose of this report is to outline the methodologies used to obtain the required visitor data, to out-line the survey results and to discuss the implications of these results in terms of Park development and management.

I. VISITOR USE SURVEY

As stated in the Introduction, the Visitor Use Survey was designed to provide information on all visitors to the Reconstruction Site of the Fortress of Louisbourg. The results of this survey together with an interpretation of these data in terms of their implications for Park Management and Interpretive plans are presented in the following Sections. A description of the survey design and an assessment of the reliability of the data are available in Appendix A.

I.1 CHARACTERISTICS OF VISITORS TO THE RECONSTRUCTION SITE

I.1.1 ORIGIN

In order to determine the level of local use experienced by Louisbourg versus the percentage of visitors from outside the immediate area, respondents were questioned as to their province or state of residence. This information is useful in identifying the specific market the Fortress is presently serving and in this way, will assist both in the distribution of Park literature and in the preparation of estimates of the future number of visitors to Louisbourg. One of the main concerns of Park staff is that visitors are not arriving on-site with sufficient prior information to plan an adequate length of stay at the Fortress. Knowledge of the market area being served will assist in an information dissemination program to help alleviate this problem.

FIGURE I. 1

Examining these results, Figure 1.1 shows that parties from the United States comprised the largest portion of visitor parties to Louisbourg in the summer of 1986, where 25 per cent of the parties were from here. This is followed equally by Nova Scotians (21 per cent - 8 per cent from Cape Breton Island and 13 per cent from mainland Nova Scotia) and Ontario residents (21 per cent). Quebec residents comprised the fourth largest group at 18 per cent of the total visitor population.

Comparing these results to those found in the 1977 survey, it was found that the percentage of American visitors had increased from 22 per cent to the 25 per cent found in 1986 and that the proportion of Nova Scotian and Ontario residents had decreased from 27 per cent and 24 per cent, respectively, to 21 per cent. These differences are most likely a reflection, in part, of the differing survey designs and fall within the range of accepted error resulting from the sampling procedures. However,

it is possible that this is the beginning of an upward trend in American use as more and more Americans are attracted to Canada as a result of the dollar exchange rate and decreasing visits to Europe. Data on the proportion of American and Canadian visitors should be monitored over the next several years to determine if, in fact, an upward trend is developing.

I.1.2 PARTY COMPOSITION AND AGE DISTRIBUTION

A question on party composition and age distribution was included in the survey to assist Park staff in the development of adequate facilities/services to meet the varying needs of each age group. For example, the development of children's programs or adequate rest facilites for senior citizens must reflect the proportion of visitors who will make use of these services. Figure I.2 shows that 22 per cent of the parties were travelling with at least one child under 12 years of age. This result is down significantly from that found in 1977, where 36 per cent were travelling with at least one child under 12. On the assumption that these changing patterns are a reflection of the differences found in origin composition between the two years, these results were examined in terms of the various origin groups. As illustrated in Table I.1, party composition did change significantly within origin groups.

FIGURE I. 2

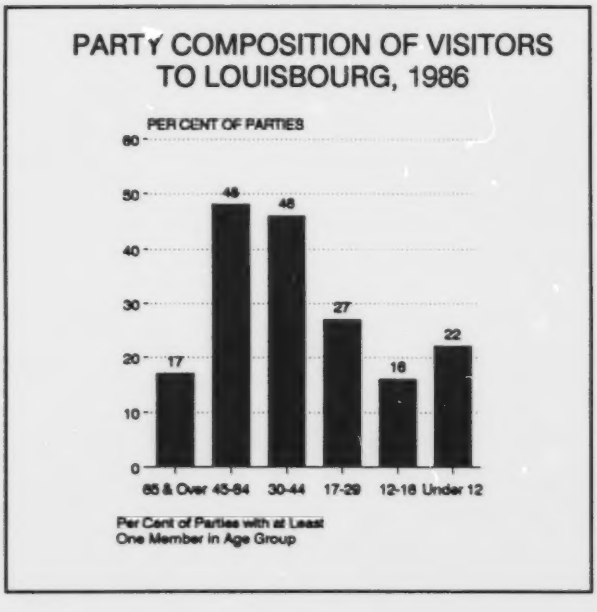


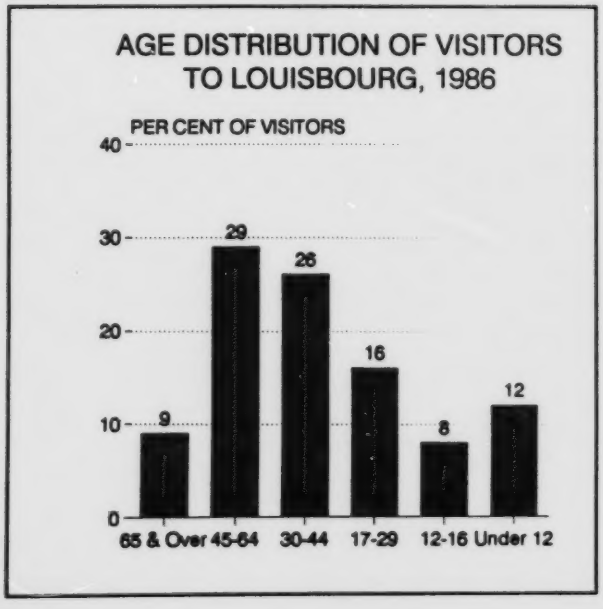
TABLE I.1

PARTY COMPOSITION BY ORIGIN
PER CENT OF VISITORS WITH AT LEAST ONE PARTY MEMBER IN CATEGORY

ORIGIN	65+	45-64	30-44	17-29	12-16	UNDER 12	AVERAGE # CHILDREN UNDER 12
Cape Breton Island	11	27	66	34	19	48	1.5
Mainland Nova Scotia	12	44	44	35	21	33	1.8
N.B./P.E.I.	11	41	74	35	11	28	1.3
Quebec	10	46	55	22	16	29	1.6
Ontario	15	48	47	27	19	20	2.1
Western Canada	15	50	41	37	9	5	2.0
United States	31	59	25	18	12	7	.9
ALL VISITORS	**17**	**48**	**47**	**27**	**16**	**22**	**1.7**

The proportion of parties with children under 12 decreased with distance travelled from 48 per cent of the Cape Breton residents to only 7 per cent of the Americans and 5 per cent of those from Western Canada. In addition, the average number of children under 12, in these parties, decreased from 1.5 to .9 for Americans, respectively. The sample size of those from Western Canada was considered too small to offer a viable comparison. Conversely, the number of parties travelling in parties containing at least one individual 65 years and over increased from 11 per cent for Cape Breton Island residents to 31 per cent for American residents. These results are significant if further study does, in fact, show that the proportion of American visitors is increasing. If this trend becomes established, then, all other things being equal, one could expect a decrease in the demand for children's programs in the Park, but a significant need for increased facilities which will allow those in the 65 and over age category to enjoy the Park to its fullest.

FIGURE I. 3



Translating these results into age distribution of the visitor population at Louisbourg, Figure I.3 shows that the majority of visitors (29 per cent) fell into the 45 to 64 age category and an additional 9 per cent were 65 and over. In other words, 38 per cent of the visitors were 45 years of age or over. In comparison, 12

per cent were under 12 and 8 per cent fell in the 12 to 16 age group for a total of 20 per cent who were 16 and under. Comparing these results for the various origin groups again shows that there were major differences amongst the origin groups. Most significantly, Table I.2 shows that while 23 per cent of the Cape Breton visitors were under 12 and only 20 per cent were 45 years and older, only 3 per cent of the American visitors were under 12 but a significant 62 per cent were 45 years and older. In comparison, in the 1977 survey, 15 per cent of the American visitors were under 12 and 38 per cent were 45 years and over. Thus, not only may the proportion of Americans be increasing in relation to the entire visitor population, but the age distribution of these visitors has also undergone major changes as well. This again suggests that changing trends in the proportion of American visitors to the Park should be watched carefully. Further investigation is also required to determine if this changing age distribution results from either an increased attraction for the older population groups or if family groups are not coming to the Park in the same proportions as they did in 1977. An understanding of both the trends in the number of American visitors and in the changing age distribution to an older visitor population is necessary if the Park facilities/ services are to adequately meet the needs of future Park visitors.

TABLE I.2

A COMPARISON OF AGE DISTRIBUTION BY ORIGIN PER CENT OF VISITORS IN EACH AGE CATEGORY

ORIGIN	65+	45-64	30-44	17-29	12-16	UNDER 12
Cape Breton Island	5	15	39	9	9	23
Mainland Nova Scotia	5	21	21	30	7	16
N.B./P.E.I./Nfld.	3	22	34	23	4	13
Quebec	5	29	32	13	7	14
Ontario	9	30	24	15	10	13
Western Canada	7	36	25	22	6	4
United States	21	41	16	12	7	3
ALL VISITORS	**9**	**29**	**26**	**16**	**8**	**12**

I.1.3 PARTY SIZE

In order to design certain facilities such as parking areas, eating places, etc., it is necessary to convert the visitor counts maintained by the Park into the number of parties on-site using average party size factors. Table I.3 summarizes the average party size factors calculated for the various origin groups.

TABLE I.3

A COMPARISON OF AVERAGE PARTY SIZE BY ORIGIN

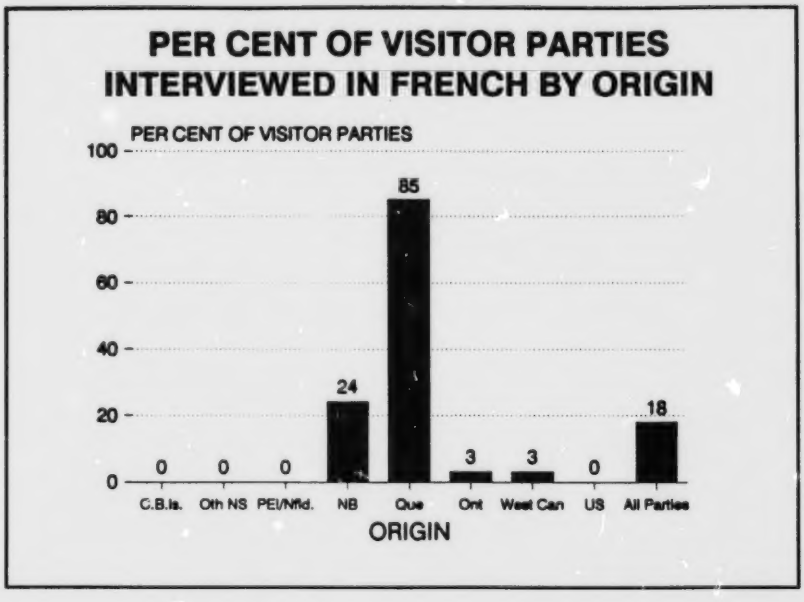
ORIGIN	NUMBER PEOPLE PER PARTY
Cape Breton Island	3.2
Mainland Nova Scotia	3.7
N.B./P.E.I./Nfld.	3.8
Quebec	3.1
Ontario	3.2
Western Canada	2.4
United States	2.6
ALL PARTIES	**3.1**

As shown here, the changing party composition for the origin groups discussed in the preceding section is reflected in the party size factors where Cape Breton Island residents travelled in parties averaging 3.2 people whereas Americans averaged 2.6 people. In general, the average party size factor calculated for Louisbourg in 1986 was found to be 3.1 persons per party, down significantly from the 4.0 factor calculated in the 1977 survey. These results are not surprising given the significant decrease in the proportion of visitors travelling with children under 12 years of age and again suggest the need to continue to monitor these changes in the near future.

I.1.4 BILINGUAL REQUIREMENTS

In a visitor survey, the number of people requesting to be interviewed in French is generally regarded as an indication of the minimal level of bilingual services required in the Park. Although interviews were available in both English and French and all surveyors were bilingual, the tendency for surveyors to approach potential respondents in English, plus the tendency of French-speaking people to speak in English outside their immediate group, suggests that there were probably some respondents over and above those who were interviewed in French who would have appreciated bilingual services during their visit to the Park. In the 1986 Louisbourg survey, 18 per cent of the interviews conducted were in French and as shown in Figure 1.4 this percentage varied greatly among origin groups. In particular, 85 per cent of those parties from Quebec and 24 per cent of those from New Brunswick were interviewed in French.

FIGURE I. 4



It is interesting to note that in the 1977 Visitor Survey conducted at Louisbourg, only 11 per cent were interviewed in French and that 69 per cent of the Quebec residents and 8 per cent of the New Brunswick residents used French during the interview. These increases in the use of French most likely reflect both a greater awareness amongst Canadians of the availability of the bilingual services in the Parks in general, and their right to make use of these services.

I.2. TRAVEL PATTERNS OF VISITORS TO LOUISBOURG

I.2.1 LENGTH OF TIME SPENT ON CAPE BRETON ISLAND

Data on the travel patterns of those visitors residing outside Cape Breton Island is important to help determine what information this group of visitors requires before arriving on-site. Specifically, the length of time spent on Cape Breton Island both before and after their visit to the Fortress are important factors affecting the amount of time they are willing or are able to spend at Louisbourg. Table I.4 outlines the percentage of parties from each origin group staying overnight on Cape Breton Island both on the night previous to and subsequent to their visit to Louisbourg.

TABLE I.4

PER CENT OF VISITORS STAYING ON CAPE BRETON ISLAND ON NIGHTS PREVIOUS AND SUBSEQUENT TO A VISIT TO LOUISBOURG BY ORIGIN

NON-CAPE BRETON ISLAND RESIDENTS ONLY

PER CENT STAYING ON CAPE BRETON ISLAND

ORIGIN	PREVIOUS NIGHT	SUBSEQUENT NIGHT
Mainland Nova Scotia	92	82
N.B./P.E.I./Nfld.	93	64
Quebec	96	69
Ontario	94	70
Western Canada	88	64
United States	92	81
ALL NON-CAPE BRETON ISLAND VISITORS	**94**	**76**

As shown here, of all non-Cape Breton Island residents, 94 per cent have spent the previous night on Cape Breton Island but only 74 per cent were planning to spend the night following their visit on Cape Breton Island. This means that about one quarter of the visitor parties planned to go to Louisbourg and then be off the Island and settled in their accommodation on the same day. Table I.5 shows that, of the 26 per cent who planned to be off the Island that night, the majority (20 per cent) were expecting to stay overnight in mainland Nova Scotia, and two per cent each staying in Newfoundland, Prince Edward Island and New Brunswick.

TABLE I.5

LOCATION OF ACCOMMODATION ON THE NIGHT FOLLOWING A VISIT TO LOUISBOURG BY ORIGIN, NON-CAPE BRETON ISLAND RESIDENTS ONLY (PER CENT)

ORIGIN	LOCATION OF THIS NIGHT'S ACCOMMODATION					
	CAPE BRETON ISLAND	MAINLAND NOVA SCOTIA	NFLD	PEI	NB	USA
Mainland Nova Scotia	83	16	1	-	-	-
Newfoundland	73	5	22	-	-	-
Prince Edward Island	57	7	37	-	-	-
New Brunswick	62	14	-	-	25	-
Quebec	68	23	-	6	3	-
Ontario	71	25	2	1	1	-
Western Canada	59	36	-	5	-	-
United States	80	15	3	1	*	1
TOTAL ALL NON-CAPE BRETON ISLAND VISITORS	**74**	**20**	**2**	**2**	**2**	*

* Less than .5 per cent.

Considering the fact that it is about a three hour drive from Louisbourg to Port Hawkesbury, this severely limited the amount of time they were able to spend at the Fortress.

As far as the previous night's accommodation was concerned, no significant differences were noted among the various origin groups, however, some differences were apparent for the subsequent night's accommodation. In particular, residents of mainland Nova Scotia and the United States were most likely to be staying on Cape Breton Island (82 per cent and 81 per cent, respectively) and residents of New Brunswick, Prince Edward Island and Newfoundland and of Western Canada were least likely (64 per cent).

The actual amount of time spent on Cape Breton Island was relatively long for all origin groups where, as shown in Table I.6, non-residents of Cape Breton Island had already spent an average of 2.2 nights on the Island and expected to stay an average of 1.6 more for a total of 3.8 nights. This suggests that a visit to Louisbourg is part of an overall tour of the Island and is one of the many attractions keeping the visitors on the Island. It also suggests that for those staying longer on the Island, it is conceivable that with adequate information beforehand, they could be encouraged to spend more of this time at Louisbourg.

TABLE I.6

AVERAGE NUMBER OF NIGHTS SPENT ON CAPE BRETON ISLAND BY ORIGIN - NON CAPE BRETON ISLAND RESIDENTS ONLY

ORIGIN	AVERAGE # NIGHTS PREVIOUS TO LOUISBOURG VISIT	AVERAGE # NIGHTS FOLLOWING LOUISBOURG VISIT	AVERAGE TOTAL # NIGHTS ON CAPE BRETON ISLAND
Mainland Nova Scotia	2.1	1.6	3.7
N.B./P.E.I./Nfld.	2.1	1.3	3.4
Quebec	1.8	1.5	3.3
Ontario	2.4	1.8	4.2
Western Canada	2.6	1.3	3.9
United States	2.3	1.7	4.0
TOTAL NON-CAPE BRETON ISLAND VISITORS	**2.2**	**1.6**	**3.8**

I.2.2 LOCATION OF PREVIOUS NIGHT'S ACCOMMODATION

If the visitor to Louisbourg is to be encouraged to spend more time at the Fortress, then he must have adequate information before arrival on-site. One location where this information may be obtained would be at the location of his previous night's accommodation. As outlined in Table I.7, 92 per cent of the parties had stayed on Cape Breton Island, 6 per cent in mainland Nova Scotia, 1 per cent in Newfoundland and 1 per cent in Prince Edward Island. No significant differences were found among the origin groups except for residents of Prince Edward Island but this is believed to be a reflection of the small sample size for this group rather than a true indication of differences in the location of accommodation.

TABLE I.7

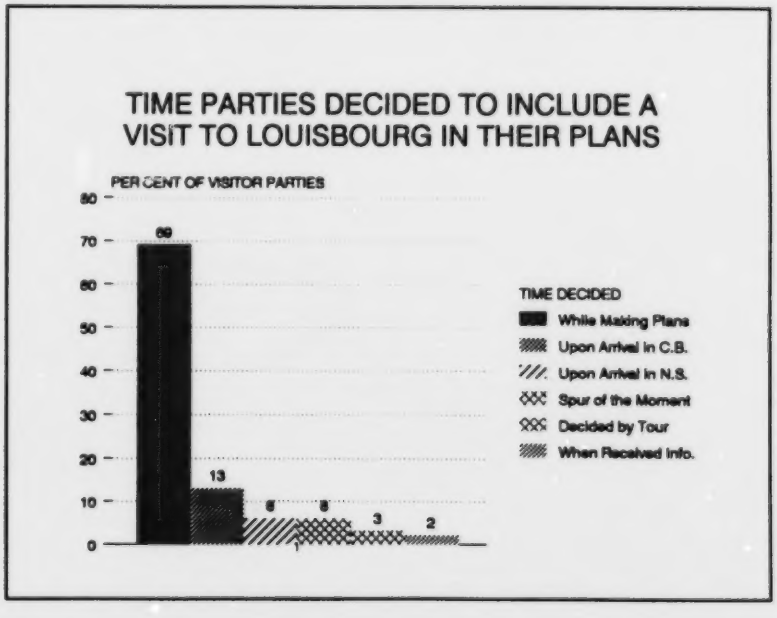
LOCATION OF PREVIOUS NIGHT'S ACCOMMODATION BY ORIGIN NON-CAPE BRETON ISLAND RESIDENTS ONLY (PER CENT)

ORIGIN	LOCATION OF PREVIOUS NIGHT'S ACCOMMODATION				
	CAPE BRETON ISLAND	MAINLAND NOVA SCOTIA	NFLD	PEI	USA
Mainland Nova Scotia	91	9	-	-	-
Newfoundland	100	-	-	-	-
Prince Edward Island	76	24	-	-	-
New Brunswick	95	5	-	-	-
Quebec	95	3	1	1	-
Ontario	96	4	-	-	-
Western Canada	84	9	4	3	-
United States	91	11	-	-	-
TOTAL ALL NON-CAPE BRETON ISLAND VISITORS	**92**	**6**	**1**	**1**	**-**

I.2.3 TIME AT WHICH A DECISION WAS MADE TO VISIT LOUISBOURG

Another important factor used in determining how information should be distributed to potential visitors to Louisbourg is the time at which a decision was made to include a visit to the Fortress as part of their overall trip. As illustrated in Figure I.5, for the greatest majority of visitors (69 per cent) this decision was made as part of their original trip plans and hence, information about the Park would be the most useful at the

FIGURE I. 5



point of origin. An additional 13 per cent made the decision upon arrival in Cape Breton, 6 per cent upon arrival in Nova Scotia and 6 per cent had made no previous plans.

Examining these results for the various origin groups, Table I.8 shows that some differences did exist among these groups. For example, Americans were least likely to include a visit to Louisbourg in their original trip plans (57 per cent) and were more likely than the other origin groups to make this decision upon arrival in Cape Breton (21 per cent). For residents of Cape Breton, a visit to Louisbourg was more likely to be a spur of the moment decision (27 per cent). These results are not surprising since the American visitor parties would, at this point in time, have less access to information about Louisbourg at their place of residence. Since this group now constitutes the largest portion of visitor parties to the Park, it will become increasingly important for them to receive information at an earlier stage in their trip plans if one expects to encourage them to stay longer at the Fortress.

TABLE I.8

TIME AT WHICH VISITORS DECIDED TO INCLUDE A VISIT TO LOUISBOURG IN THEIR PLANS, BY ORIGIN (PERCENT)

ORIGIN	WHILE MAKING TRIP PLANS	UPON ARRIVAL IN CAPE BRETON	UPON ARRIVAL IN NOVA SCOTIA	SPUR OF THE MOMENT	DECIDED BY TOUR	WHEN RECEIVED INFOR-MATION	OTHER *
Cape Breton Island	64	N/A	N/A	27	N/A	0	9
Mainland Nova Scotia	86	9	N/A	5	0	0	0
N.B./P.E.I./Nfld.	74	15	-	6	-	3	2
Quebec	81	8	1	4	6	1	-
Ontario	67	12	10	4	1	5	1
Western Canada	78	4	12	-	-	-	6
United States	57	21	10	3	5	3	1
ALL VISITORS	**69**	**13**	**6**	**6**	**3**	**2**	**1**

* The "Other" category includes a variety of reasons which were too numerous and infrequent to be of statistical value. In the case of Cape Breton Island Residents, of the large proportion falling into this category (nine per cent), about half indicated that the decision was made during a previous visit to the Fortress.

I.2.4 HOW VISITORS FIRST LEARNED OF LOUISBOURG

As discussed earlier, prior information about Louisbourg is considered to be an essential factor in establishing visit patterns which will enable the visitor to enjoy the Park to its full potential. In order to develop an adequate information program, it is important to determine the visitors' present sources of information. As illustrated in Figure I.6, Word-of-mouth and School were the two most significant sources of information at 33 per cent and 23 per cent of the parties, respectively. An additional 22 per cent learned of the Park through Tourism and Park literature and only 6 per cent through newspapers and magazines. In summary, less than one half of the visitors had used a medium which would lend itself to an organized approach to the dissemination of information about Louisbourg as it exists today. Examining these results in terms of origin groups, Table I.9 shows that there were differences found for the origin groups, where School was the most frequently mentioned source for all Nova Scotians, Word-of-mouth for the other Canadian groups and Tourism/Park literature for the American visitor parties. These results have not changed significantly since the 1977 survey.

FIGURE I. 6

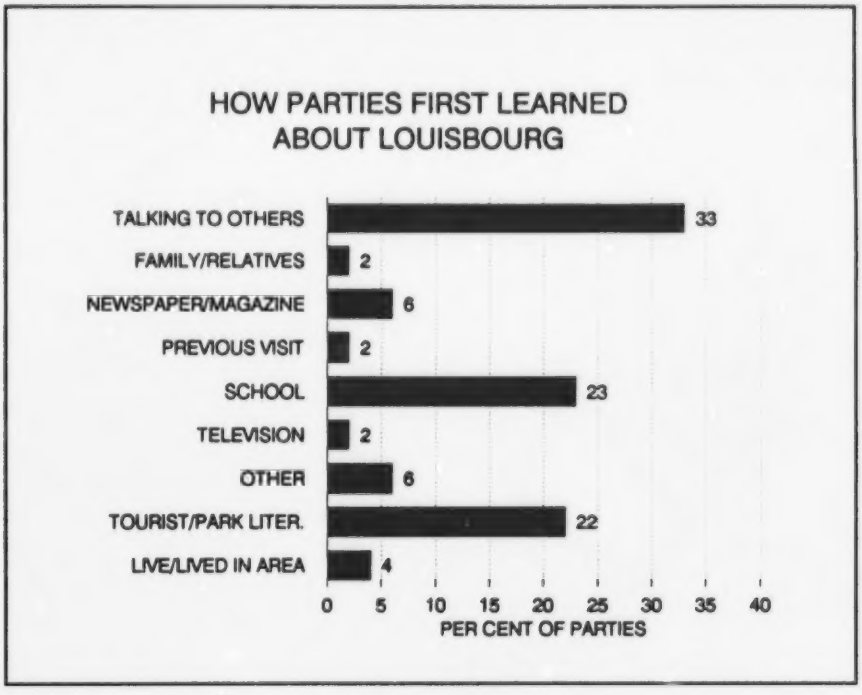


TABLE I.9

HOW VISITORS FIRST LEARNED ABOUT LOUISBOURG, BY ORIGIN (PER CENT)

ORIGIN	TALKING TO OTHERS	SCHOOL	TOURIST PARK LITER-ATURE	NEWS/ PAPERS/ MAGA-ZINES	LIVE/ LIVED IN AREA	TELE-VISION	PRE-VIOUS VISIT	FAM./ REL.	OTHER**
Cape Breton Island	9	53	-	9	20	-	-	5	4
Mainland Nova Scotia	22	50	4	7	11	-	3	2	1
N.B./P.E.I./Nfld.	32	27	10	6	-	10	10	-	5
Quebec	34	29	22	2	-	2	1	3	7
Ontario	46	15	17	8	5	2	*	2	5
Western Canada	30	10	21	9	1	13	-	4	12
United States	34	6	43	4	-	-	2	1	10
ALL VISITORS	33	23	22	6	4	2	2	2	6

* Less than .5 per cent.

** The "Other" category includes a variety of information sources which are too numerous and infrequent to be of statistical value. However, in the case of Western Canadian and American visitors, this category constitutes a significant portion of the visitor population. For Western Canadians, Books (7%) and Mass Media in general (4%) were the two main reasons given in this category. For American residents, a decision by the Tour Company (5%) was the main reason given.

I.2.5 MODE OF TRAVEL TO LOUISBOURG

The number of tour groups arriving at Louisbourg has implications both on the visitor services offered, such as transit schedules, parking spaces and special guided tours, and on the time available to the visitor to spend at the Fortress. In most cases, the amount of time spent at Louisbourg by those travelling in tour groups is dictated by the tour schedule. Five per cent of those visitor parties interviewed were with tour groups. This is an increase from the 2 per cent found in the 1977 Visitor Use Survey. As shown in Table I.10, 10 per cent of those from Quebec and 9 per cent of those from the United States travelled in tours and thus, this increase in the proportion of those in tours from 1977 to 1986, is most likely a reflection of the increase in the percentage of Americans at the Fortress in 1986. These results point to another consideration if further study shows an increase in the num-

ber of American visitors, that is, with the increase in the number of American visitors one may also expect an increase in the number of tour groups arriving on-site.

TABLE I.10

MODE OF TRAVEL TO LOUISBOURG, BY ORIGIN (PER CENT)

ORIGIN	MODE OF TRAVEL		
	PRIVATE VEHICLE	TOUR BUS	OTHER
Cape Breton Island	100	-	-
Mainland Nova Scotia	100	-	-
N.B./P.E.I./Nfld.	100	-	-
Quebec	90	10	-
Ontario	98	2	-
Western Canada	100	-	-
United States	90	9	1
ALL VISITORS	**95**	**5**	*

* Less than .5 per cent.

I.3 PATTERNS OF VISITS TO THE RECONSTRUCTION SITE

I.3.1 EXPECTED AND ACTUAL LENGTH OF STAY AT LOUISBOURG

The length of time the visitor spends in the Fortress is not only a factor necessary to determine the loading that is placed upon support facilities/services but also is an indication of the amount of time available to the visitor to participate in and examine the various aspects of the Fortress. On the hypothesis that visitors were not arriving with sufficient time planned to fully appreciate the site, visitors were also questioned as to the amount of time they had expected to spend at Louisbourg. As outlined in Table I.11, visitor parties arrived on site expecting to spend an average of 3 hours and 24 minutes at the Fortress. These numbers varied somewhat among origin groups where those from Cape Breton Island, the visitors who should have the most prior knowledge of the site, only expected to stay an average of 2 hours and 48 minutes whereas those from Quebec expected to stay 4 hours and six minutes. Given the fact that Cape Breton residents were more likely to arrive at the Park on the spur of the moment and that this group contained the highest proportion of repeat visitors (see Section I.3.2) who may be planning to take in only some aspects of the Park, this lower expectation of the Cape Breton residents is not surprising. No significant differences were found among the other origin groups despite the varying sources of information they used to learn about the Park.

Comparing these results to those found in the 1977 Visitor Use Survey, it was found that the expected

TABLE I.11

EXPECTED AND ACTUAL LENGTH OF STAY AT THE FORTRESS OF LOUISBOURG, BY ORIGIN

ORIGIN	EXPECTED LENGTH OF STAY (HOURS)	ACTUAL LENGTH OF STAY (HOURS)
Cape Breton Island	2.8	3.2
Mainland Nova Scotia	3.4	3.5
N.B./P.E.I./Nfld.	3.3	3.5
Quebec	4.1	4.1
Ontario	3.2	3.4
Western Canada	3.0	3.4
United States	3.4	3.7
ALL VISITORS	**3.4 hrs***	**3.6 hrs**

* 78 per cent expected to stay 4 hours or less.

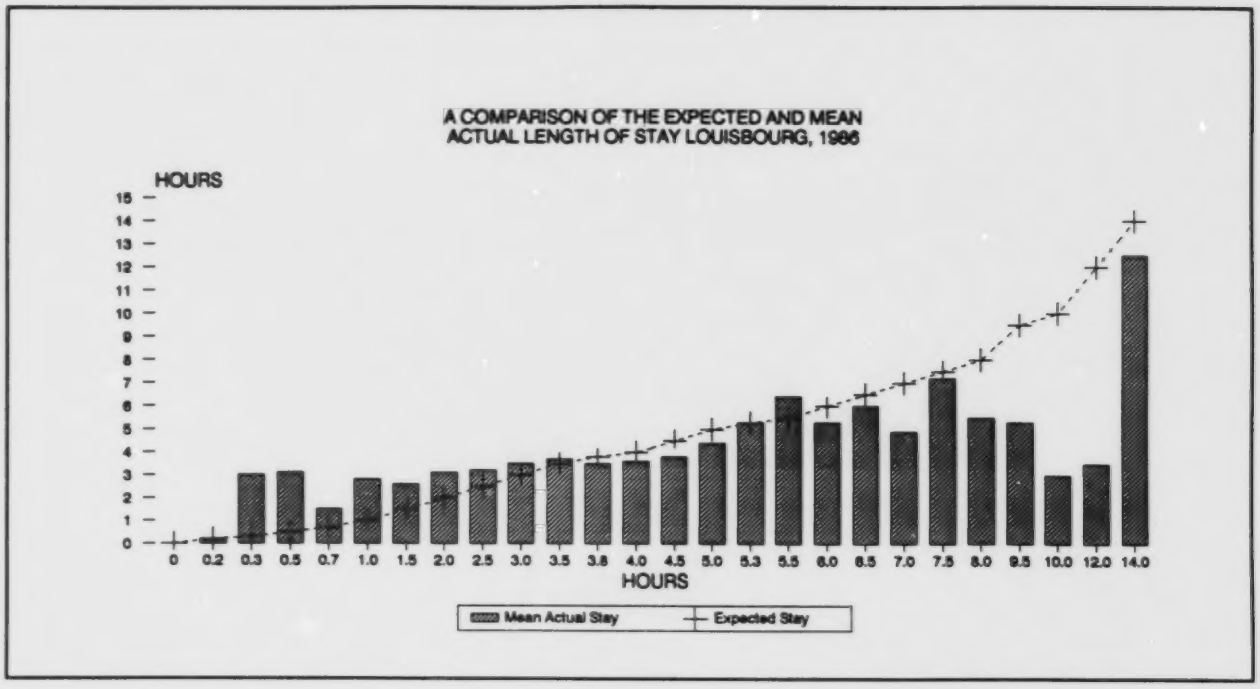
length of stay had indeed increased from the average of 2 hours and 19 minutes found in that survey. However, caution in interpreting these results is required. In the 1977 survey, visitors were questioned as to their expected length of stay before they visited the Reconstruction area whereas, in 1986 visitors were questioned following their visit to the site. It is possible that their response to the question on expectations was tempered somewhat by their actual stay on site.

In comparing the expected length of stay to the actual, very little difference was found between the two factors where parties indicated that they had spent an average of 3 hours and 36 minutes (3.6 hours) at the Reconstruction site. This was an increase from the 2 hours and 44 minutes found in the 1977 survey and given the nature of both survey designs, it is reasonable to assume that the average length of stay at the Fortress has, in fact, increased over the nine year period.

In comparing the expected length of stay to the actual time spent on-site, Figure I.7 offers an interesting comparison between these two variables. Examining this graph reveals two interesting points:

- There is a positive relationship between expected and actual length of stay, that is , as expected length of stay increases, so does the actual length of stay. This suggests that visitors generally adhere to a planned schedule that is not altered appreciably by outside factors; and
- Those arriving on-site expecting to stay 3.5 hours or less, generally stayed longer than expected. However, those expecting to stay more than 3.5 hours did not, in fact, stay on the site as long. For example, those who arrived expecting to spend 6 hours actually stayed an average of 5.3 hours. Since this length of stay is well above the average for population as a whole, this does not negate the hypothesis that those arriving with greater information and expectations about the site will stay longer. It does suggest, however, that there is a saturation point beyond which any attempt to increase length of stay becomes no longer feasible. A further investigation as to why these visitors were leaving before their expected time would be required to provide more insight into this problem.

FIGURE I. 7



One hypothesis discussed in preceding Sections was the assumption that the location of the previous and subsequent nights' accommodation would affect the amount of time spent at the Fortress. Examining these results in Table I.12, it may be seen that very little difference were apparent among the various groups. Those who stayed in Cape Breton on the previous night and/or the subsequent night stayed an average of 3.7 hours. Differences found in the other groups are most likely a reflection of the small sample sizes involved rather than any real difference in the length of stay factor. Thus it is assumed that the location of accommodation does not, at the present time, greatly affect the amount of time spent at the Fortress.

TABLE I.12

LENGTH OF STAY AT LOUISBOURG BY LOCATION OF ACCOMMODATION

	LENGTH OF STAY	
LOCATION OF ACCOMMODATION	**ACCOMMODATION ON PREVIOUS NIGHT**	**ACCOMMODATION ON SUBSEQUENT NIGHT**
Cape Breton Island	3.7	3.7
Mainland Nova Scotia	3.0	3.6
Newfoundland	4.0	3.0
Prince Edward Island	3.2	3.3
New Brunswick	n/a	3.8
ALL VISITORS	**3.6 hrs**	**3.6 hrs**

Another hypothesis concerning the length of stay factor was that the time of the decision to visit Louisbourg would affect the amount of time the visitor was prepared to spend on-site. Table I.13 shows that, in fact, some differences did occur. More specifically, those arriving on the spur of the moment spent less time on the average (2.8 hours) than those who included a visit in their original plans. This reiterates the need to ensure that as many visitors as possible receive prior information about the park if one expects to increase the average length of stay at the Fortress.

TABLE I.13

LENGTH OF STAY AT LOUISBOURG BY WHEN THE DECISION WAS MADE TO VISIT THE PARK

WHEN DECISION WAS MADE TO VISIT PARK	LENGTH OF STAY (HOURS)
While Making Trip Plans	3.7
Upon Arrival in Nova Scotia	3.6
Upon Arrival in Cape Breton Island	3.4
Spur of the Moment	2.8
Decided by Tour	2.8
ALL VISITORS	**3.6 HOURS**

Also interesting is the fact that those arriving by tour bus spent less time at the Fortress than did other groups (2.8 hours). Since the amount of time spent by this group is dictated by the bus schedule, two courses of action are open:

- Those organizing the tours could be approached to encourage a longer length of stay at the Fortress; or
- The limited length of stay of tour bus groups is recognized as a given fact and special tours or information packages are made available to this group to help them enjoy the Park to the fullest during their short stay.

I.3.2 PREVIOUS VISITS TO LOUISBOURG

Information on the number of repeat visitors to Louisbourg is an important component of any analysis of the use of the Park facilities/services and the success in transmitting the six Park themes. The hypothesis here was that repeat visitors would display different use patterns and would have a better knowledge of Park themes through their previous visits than would first-time visitors. Examining the level of repeat use at Louisbourg involves two stages, namely, those who were visiting the Park for the first time ever and those who were visiting for the first time since 1977, the date at which reconstruction of the Fortress had been completed. Examining the results given in Table I.14, it was found that 74 per cent of the visitors interviewed were first time visitors to the Park. An additional 12

per cent had not been to the Park since 1977 for a total of 86 per cent who were visiting Louisbourg for the first time since the completion of the reconstruction. Further examination of this Table shows that these results varied considerably among the origin groups where only 19 per cent of the Cape Breton residents were first time ever visitors and a total of 46 per cent were visiting for the first time since reconstruction. Conversely, the percentage of first-time visitors from out-of-province was very high, especially for those who had not visited since 1977. Most strikingly, 99 per cent of those from Quebec, 95 per cent of those from the United States, 84 per cent of those from Ontario and 86 per cent of those from New Brunswick, Prince Edward Island and Newfoundland were visiting for the first time since 1977. This high level of first-time use at Louisbourg reinforces the need for both a comprehensive program at the Park and a high level of support services to assist the visitor as he makes his way through the site.

TABLE I.14

PREVIOUS VISITS TO LOUISBOURG, BY ORIGIN

ORIGIN	VISITED PREVIOUSLY: FIRST-TIME VISITORS (%)	VISITED PREVIOUSLY: NOT SINCE 1977 (%)	SINCE 1977 (%)	SINCE 1977 AVERAGE #VISITS*	TOTAL % OF VISITORS WHO HAVE NOT BEEN IN LOUISBOURG SINCE 1977
Cape Breton Island	19	27	54	2.6	46
Mainland Nova Scotia	39	30	31	1.6	69
N.B./P.E.I./Nfld.	70	16	14	2.6	86
Quebec	87	12	1	1.0	99
Ontario	77	7	16	2.7	84
Western Canada	92	-	8	1.0	100
United States	91	4	5	4.3	95
ALL VISITORS	**74**	**12**	**14**	**2.4**	**86**

* Based on small sample sizes and should be viewed with caution.

I.3.3 VISITS TO THE SPECIFIC FACILITIES AT LOUISBOURG

In order to determine the relative popularity of the various facilities available at the Reconstruction site, respondents were asked to indicate, using the guide map, which areas of the Fortress they had visited. Because of some difficulties encountered by the visitors in interpreting the map, and since this question explored neither the length of time nor quality of the visit to each facility, these results may be regarded only as an indication of relative use.

This caution is reinforced in Table I.15, which outlines the percentage of visitor parties who went to each facility. For example, in the case of the restaurants now available in the Park, far fewer visitors who indicated they had visited the facility had actually made use of the service. Specifically, while 70 per cent indicated that they had been to the Hotel de la Marine, only 37 per cent actually went to the restaurant. Similar results were found for all the food services at the Fortress.

In examining the average length of stay of those who had visited each specific facility, no significant differences could be found between each group and the overall visitor population. The only exception to this was, understandably, those visitors who had visited the Hotel de la Marine and L'Epee Royale restaurants where lengths of stay in the Park averaged 4.0 and 5.0 hours, respectively. In addition, it appeared that those who visited the less frequently used location, namely, the Ice House, Guerite, Lime Kiln, Parish Church, Chevalier House, Baron House and the Piece de la Grave Guardhouse, had a slightly longer length of stay than did the visitor population as a whole. Apparently, the extra time was used to visit locations not seen by the general visitor population.

TABLE I.15

ACTUAL LENGTH OF STAY AT LOUISBOURG BY AREAS VISITED

AREAS VISITED/ FACILITIES USED	AVERAGE LENGTH OF STAY (HOURS)	PERCENTAGE OF ALL VISITOR PARTIES	
RESTAURANTS			
Destouches House	3.9	24	(66%)*
Hotel De La Marine	4.0	37	(70%)*
L'Epee Royale	5.0	7	(50%)*
Bakery	3.8	45	(84%)*
AREAS VISITED			
Des Roches House	3.6	98	
Porte Dauphine	3.6	99	
Guerite	4.0	28	
Eperon	3.7	79	
Demi-Bastion Dauphine	3.7	74	
Barracks/Casernes	3.8	72	
Powder Magazine	3.8	72	
Postern	3.7	75	
Quay	3.6	98	
Lartique House	3.6	61	
Lime Kiln	4.1	29	
Artillery Storehouse	3.7	85	
Forge	3.7	78	
Armoury and Forge	3.5	66	
Woodlot	3.9	41	
Duhaget House	3.9	68	
De la Perelle House	3.8	60	
De la Perelle Storehouse	3.7	56	
Engineer's Residence	3.8	79	
Laundry and Stables	3.7	55	
Rodrique House	3.8	76	
Rodrique Storehouse	3.8	77	
Degannes House	3.8	74	
Ice House	4.5	14	

TABLE I.15 (Continued)

ACTUAL LENGTH OF STAY AT LOUISBOURG BY AREAS VISITED

AREAS VISITED/ FACILITIES USED	AVERAGE LENGTH OF STAY (HOURS)	PERCENTAGE OF ALL VISITOR PARTIES
Place d'Armes	3.7	92
Guardhouse	3.7	86
Barracks (King's Bastion)	3.7	92
Ramparts	3.8	72
Ditch and Glacis	3.6	6
Place Royale	3.9	42
King's Garden	3.8	38
Museum	3.8	47
De la Plagne House	3.8	71
De la Valliere House	3.8	76
De la Valliere Storehouse	3.8	75
Ruins-Loppinot	3.9	61
Ruins-Fizel	3.9	61
Dugas de la Tour House	3.7	47
Carrerot House	3.8	65
Benoist House	3.7	59
Porte Frederic	3.7	83
Magasin du Roi	3.7	88
Auger Dit Granchamp House	3.8	70
Residence Ordonnateur	3.7	76
Stables	3.8	58
Parish Church	4.2	17
Residence-Recollets	3.9	15
La Grange House/Storehouse	3.8	61
Beasejour House	3.8	60
Delort House/Storehouse	3.8	55
Morin Storehouse	3.8	54
Cassaignoless-Detcheverry House	3.9	46
Santier House	3.9	46
Chevalier House	4.0	29
Baron House	4.0	29
Piece de la Grave Guardhouse	4.0	4
Chapel	3.7	93
Reconstruction Story Exhibit	3.8	72
Artifacts Display	3.8	69
Governor's Wing	3.7	83

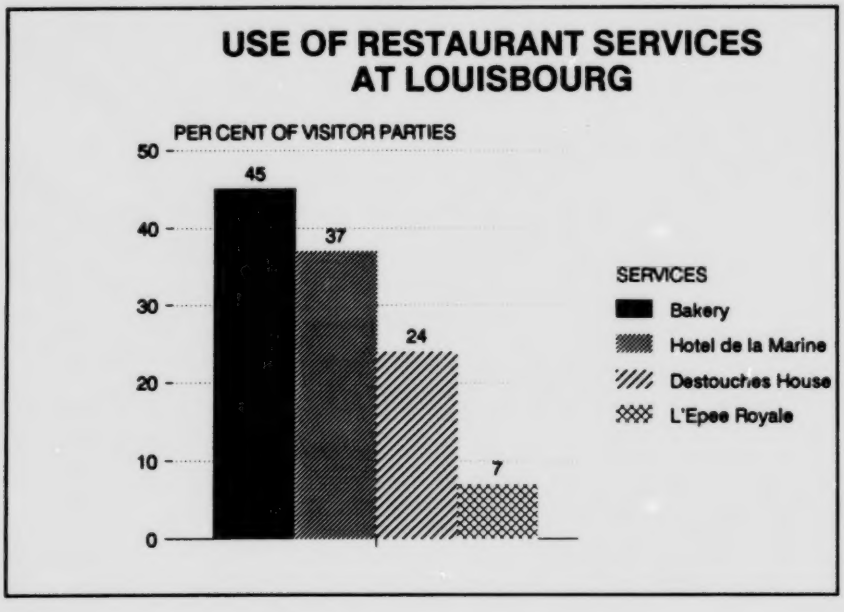
* Percent in brackets is the proportion who indicated they had visited the facility. The percentage given are those who actually used the restaurant services.

I.3.4 USE OF RESTAURANT SERVICES AT THE PARK

Since contract negotiations were underway to operate the restaurant services in Louisbourg, more information on the relative use of these services and the general satisfaction of those using them was required.

Figure I.8 illustrates the relative use of each of the facilities where 45 per cent had been to the Bakery, 37 per cent to the Hotel de la Marine, 24 per cent to Destouches House and 7 per cent to L'Epee Royale. Examining these results in terms of the various origin groups, Table I.16 shows that many differences were found in the use patterns of the groups. In particular, residents of Cape Breton Island were far less likely to visit the Bakery, Hotel de la Marine or L'Epee Royale. However, they were twice as likely than the average to make use of the fastfood services available at Destouches House.

FIGURE I. 8



In summary, residents of mainland Nova Scotia were more likely to visit the Bakery, residents of Western Canada and Quebec were more likely to visit Hotel de la Marine and residents of Quebec and the United States more frequently went to L'Epee Royale.

TABLE I.16

USE OF RESTAURANT SERVICES IN LOUISBOURG, BY ORIGIN

ORIGIN	BAKERY	HOTEL DE LA MARINE	DESTOUCHES HOUSE	L'EPEE ROYALE
Cape Breton Island	19	14	43	3
Mainland Nova Scotia	57	27	31	7
N.B./P.E.I./Nfld.	46	34	27	6
Quebec	40	48	15	13
Ontario	51	37	22	4
Western Canada	37	43	31	4
United States	47	37	21	10
ALL VISITORS	**45**	**37**	**24**	**7**

As mentioned above, an assessment of the users' satisfaction with the present facilities was considered an important factor in the renegotiation of contracts to operate these services. In particular, respondents were asked to rate the services they had used along three criteria, namely, quality of the service, value for food price and its value in experiencing 18th century life in Louisbourg. Visitors were asked to rate each of these criteria as excellent, good, fair or poor. One difficulty that arises in this type of assessment is that the visitor is often reluctant to offer negative criticism, particularly in a personal interview. In this case, the anonymity of a handback format will often yield more accurate results. However, if one assumes that a rating of fair or poor is a general indication of dissatisfaction and that a rating of excellent or good indicates general satisfaction, then these results may be considered a fairly reliable reflection of visitor satisfaction. Table I.17 outlines the assessments given for the four restaurant services at Louisbourg. At the Bakery, 62 per cent rated the quality of service as excellent and an additional 37 per cent felt it was good and thus one may assume a general satisfaction with the service at the Bakery. Similar results were found for the experience of 18th century life where 57 per cent felt it was excellent and 31 good. However, in the case of value for food price, 52 per cent rated this as good but 22 per cent felt that it was only fair to poor. Similar results were found for the Hotel de la Marine and Destouches House where there seemed to be a general satisfaction with the quality of the service provided and the ability of the facility to provide an 18th century experience. However, 25 per cent of those at the Hotel de la Marine rated the value for food price as fair to poor and 27 per cent at Destouches House provided a similar rating. The level of dissatisfaction with the value for food price was not as great at L'Epee Royale where 11 per cent were dissatisfied with the food prices.

TABLE I.17

VISITOR ASSESSMENT OF THE FOOD SERVICES AVAILABLE AT LOUISBOURG

NAME OF FACILITY	ASSESSMENT CRITERIA	ASSESSMENT PER CENT OF USERS OF FACILITY			
		Excellent	Good	Fair	Poor
Bakery	Quality of Service	62	37	1	-
	Value for Food Price	26	52	20	2
	Experience 18th Century Life in Louisbourg	57	31	7	5
Hotel de la Marine	Quality of Service	57	37	4	2
	Value for Food Price	23	53	19	6
	Experience 18th Century Life in Louisbourg	62	36	2	-
Destouches House	Quality of Service	62	37	1	-
	Value for Food Price	18	56	23	4
	Experience 18th Century Life in Louisbourg	64	34	2	-
L'Epee Royale	Quality of Service	71	28	-	1
	Value for Food Price	66	23	10	1
	Experience 18th Century Life in Louisbourg	73	26	-	1

I.3.5 USE OF TOUR GUIDES

On the assumption that visitors using a tour guide during their visit to Louisbourg would gain a greater understanding of the themes and stories presented at the Park, visitors were questioned as to whether they had made use of these services. As shown in Table I.18, a total of 19 per cent of the parties had used a guide. This percentage rose to 35 per cent of the Quebec residents, 26 per cent of the Americans, 25 per cent from the other Atlantic provinces and 24 per cent of those from Western Canada. Despite the fact that 46 per cent of those from Cape Breton and 69 per cent of those from mainland Nova Scotia were visiting Louisbourg for the first time since 1977, none of the former and only 7 per cent of the latter made use of a guide during their visit to the Park. An examination of the usefulness of the guide in helping relate the Park themes is presented in Section I.3.7.

TABLE I.18

USE OF TOUR GUIDES, BY ORIGIN

ORIGIN	PER CENT OF VISITORS WHO USED A TOUR GUIDE
Cape Breton Island	-
Mainland Nova Scotia	7
N.B./P.E.I./Nfld.	25
Quebec	35
Ontario	11
Western Canada	24
United States	26
ALL VISITORS	**19**

I.3.6 PARTICIPATION IN THE CHILDREN'S PROGRAM

A children's program is available at Louisbourg which will enable the children to explore the Park at a level more appropriate to them and will at the same time allow adults to experience the Park in a more leisurely manner. The 1986 survey revealed a relatively low participation rate in this program where 10 per cent of the visitor parties travelling with children under 12 had used this service. Visitors from Ontario and mainland Nova Scotia were most likely to participate in this program where 22 per cent and 16 per cent, respectively, made use of the service. Lack of information about the program or a desire to explore the Park with the children are two possible explanations for the low participation rates, however, additional study is required to determine exactly why visitors were not making more use of the program. Table I.19 provides a summary of these results.

TABLE I.19

PARTICIPATION IN THE CHILDREN'S PROGRAM, BY ORIGIN

ORIGIN	PER CENT OF VISITORS WITH CHILDREN WHO HAD AT LEAST ONE MEMBER PARTICIPATE IN CHILDREN'S PROGRAM	PER CENT OF ALL VISITORS
Cape Breton Island	-	-
Mainland Nova Scotia	16	5
N.B./P.E.I./Nfld.	-	-
Quebec	12	3
Ontario	22	4
Western Canada	-	-
United States	5	*
ALL VISITORS	**10**	**2**

* Less than .5 per cent.

I.3.7 IDENTIFICATION OF THE THEMES PRESENTED AT LOUISBOURG

Now that reconstruction of the Fortress has been completed and attention is focused on the interpretation of the Park, it is important to identify what information regarding the major themes of the Park the visitor is able to articulate following his visit. Specifically, six major interpretive themes have been identified for Louisbourg:

Louisbourg: The Capital

Louisbourg: The Fortress

Louisbourg: The Fishing Port

Louisbourg: The Naval Port

Louisbourg: The Trading Centre

Louisbourg: The Community

As shown in Table I.20, only two of these themes were identified by a significant percentage of the visitors interviewed, namely, Louisbourg: The Fortress (68 per cent) and Louisbourg: The Fishing Port (49 per cent). About one quarter mentioned the Trading Centre and Community themes, 15 per cent Naval Port and only 9 per cent could identify the theme, Louisbourg: The Capital. Given the rather high frequencies of visits to the various facilities in the Park, these percentages are considered rather low. Examining these results in terms of origin groups, few striking differences were apparent. In general, those from Cape Breton Island, the visitors containing the highest portion of repeat visitors were least likely to identify all themes except for the Naval Port and the Community.

TABLE I.20

IDENTIFICATION OF THE MAJOR INTERPRETIVE THEMES OF LOUISBOURG, BY ORIGIN

PER CENT OF VISITORS WHO COULD IDENTIFY EACH THEME

ORIGIN	LOUISBOURG: THE CAPITAL	LOUISBOURG: THE FORTRESS	LOUISBOURG: THE FISHING PORT	LOUISBOURG: THE NAVAL PORT	LOUISBOURG: THE TRADING CENTRE	LOUISBOURG: THE COMMUNITY
Cape Breton Island	2	56	43	15	8	32
Mainland Nova Scotia	7	62	57	14	28	27
N.B./P.E.I./Nfld.	5	50	44	6	19	26
Quebec	13	73	46	18	30	21
Ontario	12	64	50	15	35	27
Western Canada	8	78	33	11	26	32
United States	9	76	53	16	20	29
ALL VISITORS	**9**	**68**	**49**	**15**	**26**	**28**

As mentioned earlier in this report, it was hypothesized that the level of repeat visitation and the use of a tour guide would assist the visitor in gaining a better understanding of the themes presented at the Park. Examining these results presented in Table I.21 reveals that the use of a tour guide did, in fact increase the ability to identify some of the themes. In particular, 78 per cent of those who used a guide identified the Fortress theme and 59 per cent of the Fishing Port theme as compared to an average of 68 per cent and 49 per cent, respectively. In all other cases, the percentages were slightly higher than the average but not deemed great enough to be significant. As far as repeat visits to Louisbourg were concerned, no significant differences were found and, in some cases, namely, the Fortress, Naval Port and Trading Centre, the proportion of those identifying the theme was slightly lower than the average. This contradicts the hypothesis that the repeat visits to the Fortress would have a better knowledge of Park themes as a result of their previous visits to the Park.

TABLE I.21

IDENTIFICATION OF MAJOR PARK THEMES OF LOUISBOURG BY USE OF TOUR GUIDES AND REPEAT VISITS

PER CENT WHO IDENTIFIED THEME

THEME IDENTIFIED	HAD USED TOUR GUIDE	HAD VISITED BEFORE	ALL VISITORS
Louisbourg: The Capital	12	8	9
Louisbourg: The Fortress	78	63	68
Louisbourg: The Fishing Port	59	50	49
Louisbourg: The Naval Port	16	11	15
Louisbourg: The Trading Centre	29	19	26
Louisbourg: The Community	30	31	28

Another hypothesis of the survey was that a longer length of time spent at the Fortress would enable a visitor to experience the Park to its fullest and in this way help him gain more knowledge of the six themes presented at the Park. Table I.22 provides a comparison of the average lengths of stay of those who identified the themes as compared to those who did not. As shown here, the average length of stay for the visitors mentioning a theme was, in fact slightly higher than for those who did not. These differences were, however, only small and it appears that the length of time spent at Louisbourg has only slight implications on the amount of information they were able to articulate following their visit.

TABLE I.22

AVERAGE LENGTH OF STAY OF VISITORS WHO IDENTIFIED PARK THEMES

AVERAGE LENGTH OF STAY (HOURS)

THEMES	IDENTIFIED THEME	DID NOT IDENTIFY THEME
Louisbourg: The Capital	3.9	3.6
Louisbourg: The Fortress	3.7	3.5
Louisbourg: The Fishing Port	4.0	3.3
Louisbourg: The Naval Port	3.8	3.6
Louisbourg: The Trading Centre	4.1	3.5
Louisbourg: The Community	3.7	3.6

Examining these data on the basis of which areas of the Fortress were visited, again, revealed only slight differences among the groups and this was likely a reflection of sampling procedures rather than actual differences. It is important to note that those who visited the static displays of the Reconstruction Story, the Artifacts display and the museum were no more likely to identify the six themes than were those who did not. These results are outlined in Table I.23.

TABLE I.23

IDENTIFICATION OF PARK THEMES BY AREAS VISITED
PER CENT OF VISITORS VISITING AREA WHO COULD IDENTIFY THEME

AREAS VISITED	CAPITAL	FORTRESS	FISHING PORT	NAVAL PORT	TRADING CENTRE	COMMUNITY
Des Roches House	9	67	50	16	26	27
Porte Dauphine	9	68	49	15	27	29
Guerite	11	68	53	25	26	35
Eperon	10	68	50	16	28	29
Demi-Bastion Dauphin	8	68	52	15	27	29
Barracks/Casernes	9	68	52	15	27	29
Powder Magazine	9	69	51	15	27	28
Postern	8	68	52	15	28	28
Quay	9	68	49	15	27	29
Lartique House	7	69	48	17	27	30
Lime Kiln	9	73	55	21	30	28
Artillery Storehouse	9	68	51	13	27	29
Forge	9	67	50	14	28	27
Armoury and Forge	8	65	48	8	35	14
Woodlot	11	69	56	17	28	30
Duhaget House	9	66	52	16	31	29
De la Perelle House	9	67	55	16	30	30
De la Perelle Storehouse	6	65	44	9	33	15
Engineer's Residence	9	68	50	18	30	31
Laundry and Stables	9	69	50	16	29	25
Rodrique House	9	70	52	16	30	27
Rodrique Storehouse	9	69	51	16	30	28
Degannes House	9	70	52	16	29	29
Ice House	5	81	50	22	33	33

TABLE I.23 (Continued)

IDENTIFICATION OF PARK THEMES BY AREAS VISITED
PER CENT OF VISITORS VISITING AREA WHO COULD IDENTIFY THEME

AREAS VISITED	CAPITAL	FORTRESS	FISHING PORT	NAVAL PORT	TRADING CENTRE	COMMUNITY
Place d'Armes	9	69	51	15	28	29
Guardhouse	10	68	50	16	28	28
Barracks (King's Bastion)	10	69	50	15	27	29
Ramparts	11	67	48	17	29	29
Ditch and Glacis*	-	82	57	38	28	4
Place Royale	13	71	52	17	26	28
King's Garden	14	68	47	17	23	22
Museum	11	70	50	16	23	26
De la Plagne House	9	73	50	15	28	27
De la Valliere House	8	70	52	15	27	30
De la Valliere Storehouse	8	70	52	15	27	31
Ruins-Loppinot	9	71	53	16	30	30
Ruins-Fizel	9	71	53	16	30	30
Dugas de la Tour House	6	70	46	10	32	13
Carrerot House	9	69	50	14	29	29
Benoist House	10	67	39	10	33	20
Porte Frederic	9	68	52	17	27	31
Magasin du Roi	9	69	51	15	28	28
Auger dit Granchamp House	8	69	52	19	31	26
Residence Ordonnateur	11	70	50	15	29	27
Stables	11	69	52	16	31	30
Parish Church*	14	68	69	5	33	14
Residence-Recollets*	16	64	70	6	34	16

TABLE I.23 (Continued)

IDENTIFICATION OF PARK THEMES BY AREAS VISITED
PER CENT OF VISITORS VISITING AREA WHO COULD IDENTIFY THEME

AREAS VISITED	CAPITAL	FORTRESS	FISHING PORT	NAVAL PORT	TRADING CENTRE	COMMUNITY
Lagrange House/ Storehouse	11	68	53	16	29	27
Beausejour House	11	68	52	15	29	27
Delort House/ Storehouse	10	69	52	14	28	26
Morin Storehouse	9	69	52	14	28	28
Cassaignoless Detcheverry House	10	68	50	17	27	28
Santier House	10	68	50	17	27	28
Chevalier House	10	65	54	21	23	38
Baron House	10	65	55	22	24	37
Piece de la Grave Guardhouse*	4	58	58	17	23	20
Chapel	10	69	50	16	27	29
Reconstruction Story	7	68	49	17	29	26
Artifacts Display	8	69	47	15	29	25
Governor's Wing	9	68	48	15	27	28
RESTAURANTS						
Bakery	9	68	52	15	28	28
L'Epee Royale	11	72	51	18	28	31
Hotel de la Marine	9	68	50	16	25	28
Destouches House	8	71	50	16	29	25
ALL VISITORS	9	68	49	15	26	28

* Based on small sample sizes.

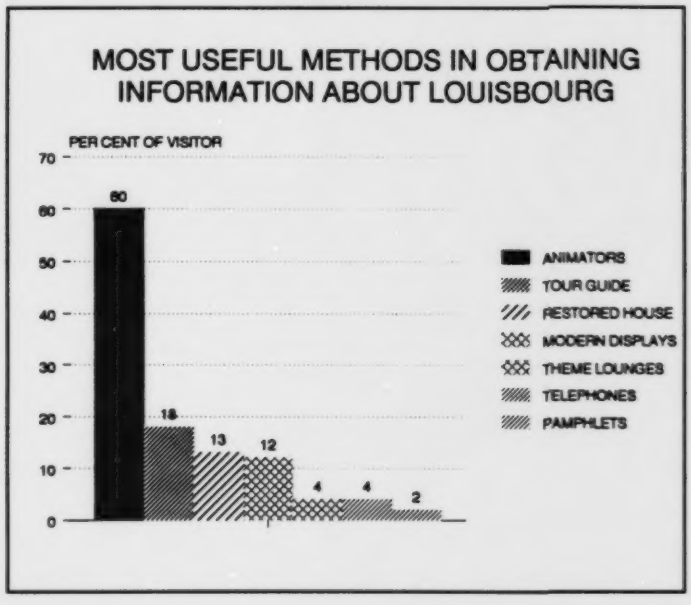
In summary, it is difficult, given the data collected, to determine what steps should be taken to assist the Park visitor in gaining more information about the Park themes. The most common scenario here appears to be that visitors were covering as much of the site as possible, within a limited amount of time (3.6 hours), but were not stopping at any one location long enough to gain a good insight into the Park themes. Visitors may, in fact, find the size of the site overwhelming and, given the amount

of time they have allotted to Louisbourg in their trip plans, they attempted to see everything within that time. While it appears that the use of a tour guide and an increase in the expected length of stay at the Park would be somewhat helpful to the visitors, further investigation into this problem is required.

It is hypothesized that the results of the Selected Media Surveys presented in the subsequent Sections of this report will provide some insight into what the visitors were actually doing during their visits to the various facilities at the Reconstruction site and hence determine why visits to these facilities did not appear to influence their ability to articulate the Park themes. The answer may be as simple as the fact that some visitors were better able to articulate their thoughts about the site better than others and that there was, in fact, little actual difference in the amount of information gained.

I.3.8 MOST USEFUL METHODS IN LEARNING ABOUT THE PARK THEMES

FIGURE I. 9



As the Park altered its focus from the physical reconstruction of the site to the interpretation of the themes, it was important to find out which of the interpretive methods in place at the present time was considered to be the most useful by the visitors themselves. In this light, visitors were asked to identify the method they found most useful in obtaining information about 18th century Louisbourg. The results to this question, presented in Figure I.9, show that the use of the Park animators was by far the most popular method where 60 per cent of those questioned mentioned this program. Second most important was tour guides (18 per cent), third was the restored houses (13 per cent) and forth the modern displays (12 per cent).

Although questions may have arisen as to the value of the animation program in light of its labour-intensive qualities, it is apparent from these results that this is a most useful tool in transmitting the Park themes from the visitors' standpoint.

I.3.9 MOST INTERESTING ASPECTS OF THE FORTRESS

One measure of the success of a Park or facility is to determine what section captured the interest of the visitor the most. This data also provides a further indication of which of the themes presented at Louisbourg were most frequently recalled by the visitors. As seen in Table I.24, the responses received to this question were as varied as the information and facilities presented at the Fortress. The greatest majority of visitors (21 per cent) stated that the conditions and way of life of 18th century Louisbourg was found to be the most interesting aspect of the Fortress, whereas 13 per cent made a more general statement on the fact that they found the whole Park interesting and enjoyable. Other of the more frequently mentioned aspects were History and the Battle (9 per cent), Restoration and Reconstruction (7 per cent), Louisbourg as a Fishing Port (7 per cent), Social Classes of the Time (6 per cent) and the Size and Importance of the Fort (6 per cent). The fact that such a high proportion of the visitors could make a comment on the Fortress, other than the more generalized statement on interest and enjoyment, is an indication that the Park was successful in capturing the interests of the visitors, at least in some aspect of the Fortress.

TABLE I.24

MOST INTERESTING ASPECTS OF THE FORTRESS OF LOUISBOURG

MOST INTERESTING ASPECT	PER CENT OF VISITORS
Conditions/Way of Life	21
Interesting/Enjoyed It	13
History/Battle	9
Restoration/Reconstruction	7
Louisbourg the Fishing Port	7
Size, Type, Importance of Fortress	6
Social Classes	6
Military Aspects	5
Buildings/Architecture	5
Soldiers' Life	4
Animation at Work	4
Furnishings	4
Lace Making	4
Period Costumes	3
Reference to Specific Building	3
Artifacts	2

TABLE I.24 (Continued)

MOST INTERESTING ASPECTS OF THE FORTRESS OF LOUISBOURG

MOST INTERESTING ASPECT	PER CENT OF VISITORS
Blacksmithing	2
18th Century Atmosphere	2
King's Bastion	2
Governor's Wing	2
Chapel	2
French/English Relations	1
Films	1
Acadians	1
Harbour	1
Telephones in King's Bastion	1
Archeology	1
Relations with French	1
Ruins Walk	1
Information on Bigot House	1
Information on Engineer's House	1

I.3.10 SUGGESTIONS FOR FUTURE DEVELOPMENT/FACILITIES

If one is to meet the needs of visitors in the future, then a summary of the needs for new facilities/services suggested by the visitors is a good starting point. Although some of the suggestions provided by the visitors may not conform to the overall management and interpretive plans for the Park, it is nevertheless useful to know what the visitor is looking for and where possible and reasonable, provide them or alternatives. The results to this question, given in Table I.25, show that visitors continued to have trouble using the maps to find their way around the Fortress, where 15 per cent suggested the use of building plaques with numbers to conform to the map index, an additional 11 per cent called for a better description and index map and 7 per cent asked for better information through tours and pamphlets. Of the variety of other suggestions outlined in the Table, it is interesting to note two things, first, there were very few negative comments received, where 3 per cent complained about the service, 1 per cent complained about a particular facility and 1 per cent complained about the staff and secondly, most of the suggestions made were ones which did not contradict the attempt to present an 18th century atmosphere at the Fortress and, in fact, some offered suggestions to improve this atmosphere. It appears that the visitors had left Louisbourg with a good appreciation of what was being attempted here and that, in itself, is an indication of its success.

TABLE I. 25

SUGGESTIONS FOR FUTURE DEVELOPMENT/FACILITIES

SUGGESTIONS FOR THE FUTURE	PER CENT OF VISITORS
Building Plaques/Numbers	15
Better Description/Index Map	11
More Period Roles/Costumes	9
Better Information/Tour/Pamphlet	7
More Restored Buildings	6
Place to Buy Beverages	5
Transportation Within Fortress	5
Better/More Eating Places	5
Compliment on Services	5
Place to Buy Fast Food	4
Signs for Restrooms and Water Fountains	4
More Water Fountains	4
Place to Eat and Rest	4
More Events/Ceremonies	4
Warning to Wear Warm Clothing	4
18th Century Boats/Ships in Harbour	3
Complaint on Services	3
More French	3
Better Advertising	3
Place to Buy Film	2
Pub to Sell Liquor	2
More Accessible Facilities	2
Compliment on Facilities	2
More Activities for Children	2
Closer Overnight Accommodation	2
Leave Alone/Do not Commercialize	2
More Washrooms	1

TABLE I. 25 (Continued)

SUGGESTIONS FOR FUTURE DEVELOPMENT/FACILITIES

SUGGESTIONS FOR THE FUTURE	PER CENT OF VISITORS
Convenience Store	1
Restore Hospital	1
Complaint on Facility	1
Provide Carts/Strollers	1
Bags for Bread	1
Harbour Tour	1
Complaint Re Staff	1
More Hands on Display	*
Child Care Facilities	*
Good Staff	*

* Less than .5 er cent.

II. SELECTED MEDIA SURVEYS - GALLERY EXHIBIT

The purpose of the Selected Media Surveys was to provide an assessment of the various interpretive techniques used to relate Park themes. Examples were selected from each of the three major techniques used in the Park, namely, modern exhibits, animated houses and theme lounges. Upon discussions with Park staff, the Gallery Exhibit was chosen as an example of the modern exhibits. The results of the Gallery Exhibit Survey together with an interpretation of these results are presented in the subsequent Sections. Information on the survey design and an assessment of the reliability of the data are available in Appendix B.

II.1 CHARACTERISTICS OF GALLERY EXHIBIT VISITORS

II.1.1 ORIGIN

Information on the origin of visitors to the Gallery Exhibit was gathered on the assumption that this factor may have affected the amount of prior knowledge the visitor brought with him to the exhibit. In fact, the results of the Visitor Use Survey of all visitors to the Reconstruction Site showed that those visitors from more distant locations used different sources of information than did those from Nova Scotia, namely, the former group learned about the Fortress through Tourism/Park literature while those from the latter group heard of the Park mainly through school. The results to this question did show some differences in origin of visitors to the Gallery as compared to the visitor population as a whole. As shown in Table II.1. residents of Quebec and the United States were more likely to visit the Exhibit than were other origin groups, while those from Cape Breton Island were less likely. The fact that those from Cape Breton did not visit the Gallery with as great a frequency is not surprising given the number of repeat visitors in this group.

TABLE II.1

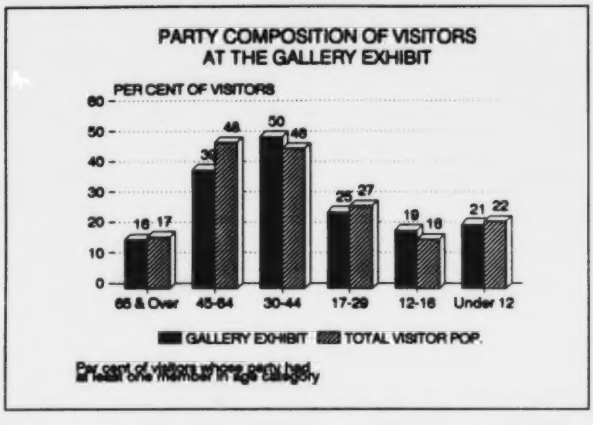
ORIGIN OF VISITORS TO THE GALLERY EXHIBIT

ORIGIN	PER CENT OF VISITORS TO GALLERY	PER CENT OF ALL VISITORS TO RECONSTRUCTION SITE
Cape Breton Island	4	8
Mainland Nova Scotia	13	13
N.B./P.E.I./Nfld.	5	8
Quebec	22	18
Ontario	15	21
Western Canada	4	5
United States	32	25
Foreign	5	3

The higher proportion of Quebec residents has implications on the level of bilingual services required at the exhibit since, as shown in the previous Section, 84 per cent of this group were interviewed in French. In actual fact, 26 per cent of the visitors to the Gallery requested to be interviewed in French as compared to 18 per cent of the entire population at the Reconstruction Site.

II.1.2 PARTY COMPOSITION AND AGE DISTRIBUTION

FIGURE II.1



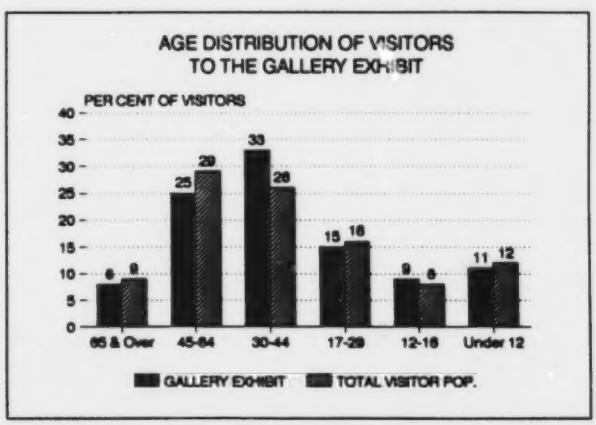
Data on the party composition and age structure of visitors to the Gallery were gathered on the hypothesis that this variable would affect both the level of interest in specific types of media techniques and that the presence of children would affect the amount and quality of time the visitor could spend at a particular facility. Unfortunately, the small sample size obtained for this portion of the Selected Media Survey did not allow for a meaningful comparison of variations either in the flow patterns or in the amount and type of information gained among these groups.

Figure II.1 provides an illustration of the party composition of those visiting the Gallery Exhibit. As shown here, 21 per cent of the visitors come with parties with at least one child under 12 years of age, a result similar to that found for the population as a whole.

In fact, the only major difference found in the party composition of those at the Gallery was the lower proportion of visitors whose party had at least one person in the 45 to 64 age category, where 39 per cent of the visitors fell into this group as compared to 48 per cent of the entire population.

Translating these results into age distribution, Figure II.2 shows that 11 per cent of the visitors to the Gallery were under 12 years of age and an additional 9 per cent were between the ages of 12 to 16. The largest category were those in the 30 to 45 age range at 33 per cent of the total.

FIGURE II.2



II.1.3 PARTY SIZE

As stated in the Section I.1.3, the party size factor is important when conversions are required to design certain facilities for a given area. In the case of the Gallery Exhibit, it was felt that the size of the party would also affect the flow patterns through the Exhibit areas. Using the results of the Selected Media Survey, a party size of 2.8 people was found for the Gallery Exhibit, a factor that was slightly smaller than the 3.1 found for the visitor population as a whole. The greater proportion of American visitors together with the fact the Cape Breton residents were less likely to visit the Gallery are considered to be the major factors affecting this smaller party size.

II.1.4 USE OF GUIDED TOURS BEFORE VISITING THE GALLERY

Since some of the same information presented at the Gallery Exhibit was also included in the Guided Tours, it was felt that data on the proportion of visitors who had used these services before visiting the Exhibit would be an important consideration of any analysis of the type of information gained by the visitor at the Gallery. It was found that only 9 per cent of the visitors had taken a guided tour before visiting the Gallery, as compared to 19 per cent of the visitor population as a whole. This small percentage coupled with the small sample size and the fact that only a small proportion of visitors to the Gallery could actually identify the information they gained from their visit (see Section II.2.5) did not allow for further analysis of this variable. However, given the small number of visitors included in this category, this is not considered to be a major fault.

It is interesting to note, however, that only half as many visitors to the Gallery had been on a guided tour as those interviewed in the Visitor Use Survey. Since the interview at the Gallery took place during their visit to the Reconstruction Site, this may mean that some of these visitors took a guided tour following a visit to the Gallery Exhibit. It may also mean that visitors who take a guided tour did not visit other areas of the Site on their own as frequently as did those who did not take the tours. Further investigation into this question would be required to determine why these differences have occurred.

II.2 USE PATTERNS IN THE GALLERY EXHIBIT

II.2.1 PREVIOUS VISITS TO LOUISBOURG AND THE GALLERY EXHIBIT

Questions on repeat visits to Louisbourg and the Gallery Exhibit were included on the assumption that previous visits would affect the amount of prior information the visitor would have regarding the specific themes presented at the Gallery and hence affect their responses to questions on the information they gained from their visit. It was found that 76 per cent of those questioned were on a first

visit to Louisbourg. This is compared to 74 per cent of the population as a whole and is not considered to be a significant difference. The question on whether or not this was a first visit to the Gallery was only administered to a very small proportion of the sample (17 per cent) and this, coupled with the already small sample size, did not allow for reliable results. Therefore, no further analysis on this variable was possible.

II.2.2 AREAS VISITED IN THE GALLERY AND FLOW PATTERNS

As stated in appendix B, visitors were observed as they went to the eight distinct areas of the Gallery Exhibit and observations were made as to which subcomponents of the Exhibit they examined and the amount of time spent at each. Table II.2 shows that all areas of the Exhibit were well-attended except for the Building Trades Room, where only 72 per cent of the visitor went here.

TABLE II.2

AREAS VISITED IN THE GALLERY

EXHIBIT AREA	PER CENT OF TOTAL VISITORS WHO VISITED AREA	PER CENT OF THOSE VISITING AREA WHO JUST WALKED THROUGH*	PER CENT WHO SPENT A SIGNIFICANT AMOUNT OF TIME IN ROOM *
Introductory Room	97	29	69
Historical Research	92	20	74
Archaeology I	89	15	76
Archaeology II	89	13	77
Architecture	88	23	68
Building Trades	72	14	62
Furnishing Crafts	86	23	66
The Past Before Us	82	55	37

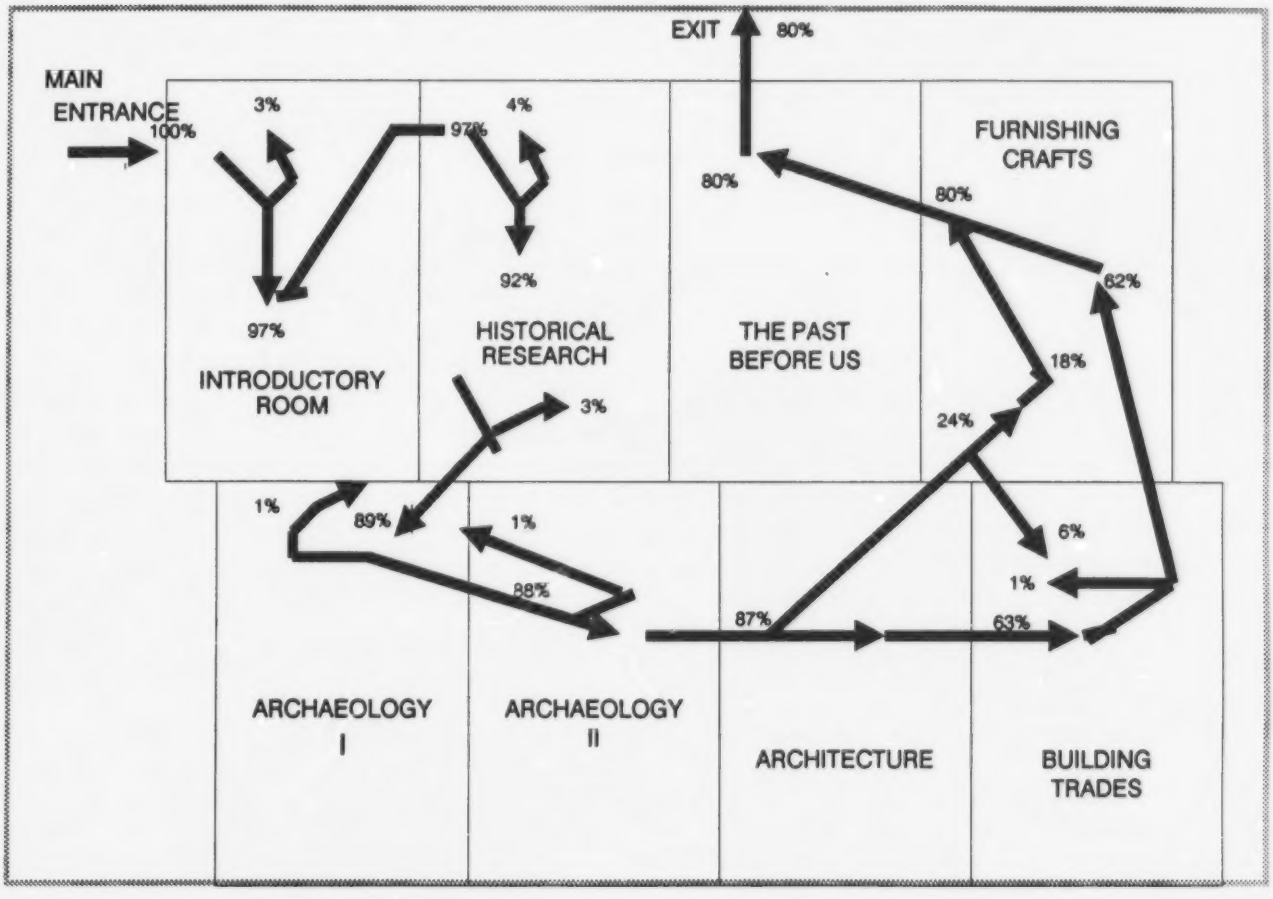
* It should be noted that the sum of these two columns does not equal the figure given in Column 1. They represent the relative percentage of these.

It appears that the location of this room does present some difficulties in maintaining the desired flow pattern through the Exhibit as a whole. Investigating this matter further, Figure II.1 provides a graphic illustration of the Gallery Exhibit and the major flow patterns through the eight rooms. It should be noted here that about 7 per cent of the visitors are not accounted for in these flow patterns. For this portion of the visitors it was difficult to determine the exact order of their route and for this reason, they have been excluded from the analysis. This does not affect, however, the major flow patterns given or the reliability of the analysis. Figure11.3 clearly shows that difficulties in the desired flow pattern did arise at the junction of the Building Trades and Furnishing Crafts rooms. Up to this point, the flow pattern was maintained, however beyond here, of the 87 per cent who entered the Architec-

ture Room, 63 per cent went on to Building Trades and 24 per cent directly to Furnishing Crafts. Some back tracking did occur, in that 6 per cent of the visitors returned to the Building Trades room. Another important fact which arises from the analysis is the relatively high proportion of visitors who exited through the entrance rather than following the Exhibit to its conclusion. In total, 17 per cent of the visitors exited via the entrance and, in fact, 10 per cent of the visitors were lost through the entrance by the time the Historical Research room was reached. Further investigation would be required to determine why this backtracking has occurred, especially for those who had gone as far as the Building Trades room.

MAJOR FLOW PATTERNS THROUGH THE GALLERY EXHIBIT, 1986

FIGURE II. 3



Examining visits to each room on another level, it was noted that a certain proportion of the visitors recorded as entering the room walked straight through the area without spending any significant amount of time. These percentages are given in the second column of Table II.2. Using these figures, percentages that more accurately show the level of use experienced by each of the rooms were calculated. These percentages, shown in column 3, indicate that the rooms on Historical Research, Archaeology I and Archaeology II received the highest use where about three quarters of the visitors to the Gallery entered and stayed in these rooms. All other rooms received almost equally high attendance except for "The Past Before Us" where only 37 per cent of the visitors actually stopped and examined any portion of this area.

II.2.3 TIME SPENT AT THE GALLERY EXHIBIT

The average length of stay at the Gallery Exhibit was calculated to be 13.9 minutes. Examining this factor in terms of each of the eight rooms in the Exhibit, Table II.3 shows the average length of stay for all visitors who entered the room and for only those visitors who stayed long enough to examine a least one aspect of the room. As shown here, the Introductory Room and "The Past Before Us" held the visitors for the least amount of time where those who did more than just pass through stayed an average of 1.8 and 1.2 minutes, respectively. In fact, the average length of stay in "The Past Before Us" for all visitors was only .5 minutes. All the other rooms appeared to hold the visitors for approximately the same amount of time averaging between 2.5 and 3 minutes for each of these areas. Given the amount of information offered in each of these areas, these length of stay factors are considered very short and it becomes important at this time to examine exactly what the visitors were doing in these areas. These results are presented in the subsequent Section.

TABLE II.3

AVERAGE TIME SPENT IN EACH OF THE EXHIBIT ROOMS-GALLERY EXHIBIT

EXHIBIT AREA	AVERAGE TIME (ALL VISITORS WHO ENTERED ROOM)	AVERAGE TIME (ONLY VISITORS WHO DID NOT WALK THROUGH)
Introductory Room	1.3 min.	1.8 min.
Historical Research	2.0 min.	2.5 min.
Archaeology I	2.2 min.	2.6 min.
Archaeology II	2.5 min.	2.9 min.
Architecture	2.3 min.	3.0 min.
Building Trades	2.4 min.	2.8 min.
Furnishing Crafts	2.0 min.	2.6 min.
The Past Before Us	.5 min.	1.2 min.

II.2.4 BEHAVIOURAL OBSERVATIONS AT THE EXHIBIT SUBCOMPONENTS

As mentioned earlier, one way to assess whether an exhibit is meeting its interpretive objective is to examine which of its subcomponents are attracting the visitor and the level of use experienced by each of these subcomponents. In order to gain information on how the visitors were using the facility, visitors were observed as they travelled from one area to another. It was noted which of the subcomponents they went to and whether they read or examined this subcomponent or merely glanced at it quickly. The results to these observations for each of the Exhibit rooms are outlined in Table II.4 and may be summarized as follows:

(1) Introductory Room: Only 33 per cent of the visitors to this room actually read the text on "Reconstructing the Past" while under one quarter read "The Challenge". The fact that only 7 per cent examined the Exhibit Directory may account for some of the difficulties noted in the preceding Section where 17 per cent of the visitors exited back through the entrance. It is interesting to note that a large proportion of the visitors (62 per cent) read at least some portion of the more detailed secondary text.

(2) Historical Research: As noted above, only a small portion of the visitors actually stopped to read the text of the three major subcomponents in this room, namely, 33 per cent read "Time and History", 22 per cent "Research and Interpretation", and 22 per cent "Limitations". Once again, a larger proportion read the secondary text (45 per cent).

(3) Archaeology I: In this room, the Tool Display Panels were the most popular exhibit where 50 per cent of those entering this room examined this display and an additional 15 per cent glanced at it quickly. The text of "The Future in Mind" was also popular where 42 per cent of the visitors read this carefully. All other areas experienced use similar to that found in the two previous rooms. One difference in this case, however, was the relatively low attention given to the secondary text (17 per cent).

(4) Archaeology II: The results found for this room begin to clearly show the popularity of three-dimensional displays over the written text. In this case, 75 per cent examined the Artifacts Displays and 54 per cent examined the Artifact Shelf Unit. In comparison, written texts on "Conservation" and "Artifacts" were read by 14 per cent and 21 per cent, respectively.

(5) Architecture: Except for the drafts and blueprints display which were examined by only 6 per cent of the visitors to this area, all aspects of this room received slightly higher attention than did texts in previous rooms. In this case, about 40 per cent read the texts and 41 per cent read the secondary texts. This higher level of involvement in this room was initially evident in the preceding section where it was found that the Architecture room experienced the longest length of stay of 3.0 minutes.

(6) Building Trades: The Artifacts Display, "Masonry" text and the Cut Stone Display all received the highest level of attention in this room. Once again, it is evident the three-dimensional displays have a greater power to attract the attention of the visitor.

(7) Furnishing Crafts: In this case, 72 per cent of the visitors examined the Clothing Display while 64 per cent looked at the Reproduction Display whereas the written text received relatively low use.

(8) The Past Before Us: The very low length of stay in this room characterizes the relatively low level of use here. In this room, 31 per cent read "Past in the Present" and 18 per cent "Final Word is Yours". Only 1 per cent filled in a comment card.

From the observations given above, two facts have become evident, namely, a relatively small proportion of the visitors who entered the Gallery Exhibit were taking the time to read any given text and it may be that many visitors were selecting one or two of the texts but not all, in any given room. For a subsequent analysis of the data, it may be interesting to explore whether this is, in fact, the case or if it was the same group of visitors who read all the texts while a secondary group merely passed quickly through the entire exhibit. Secondly, the interest of the visitor appeared to focus on the three-dimensional displays. Given the large amount of information offered at the Gallery Exhibit and the short length of time available to the visitor to cover the entire Reconstruction Site, it is not surprising that they would be selective as to where to focus their attention at the Gallery.

TABLE II.4

BEHAVIOURAL OBSERVATIONS IN THE GALLERY EXHIBIT BY ROOM*

EXHIBIT AREA	SUBCOMPONENTS OF THE ROOM	OBSERVATIONS: READ/ EXAMINED	GLANCED AT	DID NOT GO TO SUBCOMPONENT
Introductory Room				
	Reconstructing The Past	33	6	61
	The Challenge	23	2	75
	Exhibit Directory	7	5	88
	Secondary Text	62	9	29
Historical Research				
	Time and History	33	1	66
	Research and Interpretation	22	3	75
	Limitations	22	3	75
	Secondary Text	45	15	40
Archaeology I				
	18th Century Time Capsule	25	5	70
	Pre-Excavation	33	3	64
	Excavation	31	13	56
	Analysis	21	6	71
	With The Future In Mind	42	8	50
	Tool Display Panels	50	15	35
	Secondary Text	17	7	76
Archaeology II	Conservation	14	3	83
	Artifacts	21	2	77
	Artifact Display	75	12	13
	Artifact Shelf Unit	54	22	24
	Secondary Text	32	1	67

*Percentages given represent the per cent of all those entering the room.

TABLE II.4 (Continued)

BEHAVIOURAL OBSERVATIONS IN THE GALLERY EXHIBIT BY ROOM*

EXHIBIT AREA	SUBCOMPONENTS OF THE ROOM	OBSERVATIONS READ/ EXAMINED	GLANCED AT	DID NOT GO TO SUBCOMPONENT
Architecture				
	Architectural Details	44	6	50
	Accommodating the Present	32	5	63
	Weighting the Evidence	40	16	44
	Drafts and Blueprints	6	9	85
	Secondary Text	41	9	50
Building Trades				
	Masonry	41	2	57
	Smithing	22	4	74
	Carpentry	23	4	73
	Transformation	25	8	67
	Artifact Display	44	6	50
	Cut Stone Display	39	7	54
	Secondary Text	19	4	77
Furnishing Crafts				
	To Recapture the Past	27	6	67
	The Furnishing Crafts	19	1	80
	Reproduction Display	64	10	26
	Clothing Display	72	9	19
	Secondary Text			
The Past Before Us				
	Past In the Present	31	10	59
	Final Word is Yours	18	3	79
	Secondary Text	6	5	89

* Percentages given represent the per cent of all those entering the room.

II.2.5 INFORMATION GAINED ON THE GALLERY EXHIBIT THEMES

The purpose of the Gallery Exhibit has been stated as follows: "To give the visitor an overview of the disciplines and processes involved in the reconstruction from initial research to the period interpretation programme."

One way to determine if this objective is being met is to ask the visitor to articulate what information he has gained through his visit to the Gallery. There are, however, limitations to this method of assessment. For one, the results given for the Visitor Use Survey have shown that visitors may have trouble verbalizing their thoughts on the spur of the moment especially when one considers the amount of information offered to them at this site. Secondly, it has been noted that the three-dimensional displays were found to be the most popular and while these displays are valuable in providing the visitor with impressions and images, they do not provide written facts from which the visitor may draw to respond to this type of question. This is especially true when they have been given no time to absorb and digest their impressions.

Table II.5 outlines the results to this question. As shown here, only about one quarter of the visitors indicated that they had learned anything on Historical Research or Archaeology and of these, comments on the processes used were received most frequently. Despite the fact that visitors spent more time in the Architecture room and a larger proportion of visitors (17 per cent) were able to indicate what knowledge they had gained in this aspect of the Exhibit. In this case, comments on the quantity, level of detail and authenticity were most frequently mentioned. Results for the Building Trades were similar, although here, of the 18 per cent who could detail the information gained, comments on the use of local skills and experts were the most common. It is important to note that, although a relatively small proportion of the visitors could offer specific information in each of the five categories given to them, a much larger percentage (66 per cent) were able to provide comments on a more generalized level. Specifically, 24 per cent said that they had gained information on the use of local skills and experts, 14 per cent on the detail and authenticity of the site, and 10 per cent on the fact that the process had been started from scratch. Other comments were offered less frequently on the complex process used, 18th century lifestyle and references to one specific item of the Exhibit which caught their attention. Hence, although it appears that visitors did not leave the Gallery Exhibit with the detail of information expected, the majority did acquire some knowledge of the processes and disciplines involved in the reconstruction of Louisbourg.

TABLE II.5

INFORMATION GAINED ON EACH EXHIBIT THEME

THEME	INFORMATION	PER CENT WHO GAINED INFORMATION
Historical Research		
	None	75
	Started From Scratch	1
	Complex Process	2
	Local Skills	2
	Reference to Specific Item	
	Comments on Process	8
	Quantity/Detail/Authentic	7
	Pictures/Photos	3
Archaeology		
	None	73
	Started From Scratch	5
	Complex Process	3
	Comments on Process	11
	Reference to Specific Item	4
	Quantity/Detail/Authentic	4
Architecture		
	None	83
	Started From Scratch	3
	Complex Process	3
	Comments on Process	4
	Quantity/Detail/Authentic	7
Building Trades		
	None	82
	Local Skills/Experts	7
	Comments on Process	5
	Reference to Specific Item	2
	Quantity/Detail/Authentic	4

TABLE II.5 (Continued)

INFORMATION GAINED ON EACH EXHIBIT THEME

THEME	INFORMATION	PER CENT WHO GAINED INFORMATION
Furnishing Crafts		
	None	89
	Started From Scratch	2
	Complex Process	2
	Reference to Specific Item	5
	Lifestyle 18th Century	2
Other		
	None	34
	Started From Scratch	10
	Complex Process	2
	Local Skills/Experts	24
	Comments on Process	5
	Reference to Specific Item	7
	Quantity/Detail/Authentic	14
	Lifestyle 18th Century	2
	Pictures/Photos	2

II.2.6 MOST INTERESTING AREA OF THE GALLERY EXHIBIT

Another indication of the success of any given component of the Gallery Exhibit was established by questioning the visitor on what he considered to be the most interesting aspect of the Exhibit. This question asked the visitor to indicate in his own words which particular area of the Exhibit captured his attention. The results, given in Table II.6, show that information on artifacts restoration was the most frequently mentioned aspect of the display where 27 per cent of the visitors listed this as the most interesting area of the Gallery Exhibit. Although 23 per cent of the visitors made general positive comments on the Gallery, these types of comments do not give any indication on the success of the Gallery over and above the fact that visitors were leaving the area with a favourable impression. The third most frequently mentioned aspect of the Gallery was the information on the Building Trades and the people. Given that this room received the lowest use as a result of its location, this proportion may have been higher if more of the visitors had had an opportunity to see the area.

Other aspects which were mentioned more frequently were, in order, Furnishing Crafts/Clothing (13 per cent), Archaeology (11 per cent), and the Reconstruction Story (10 per cent). It is interesting to note that the aspects of the Exhibit which received the greatest mention were those which involved a three-dimensional display. This may be a result of either a greater attraction to that type of exhibit or merely a reflection of the fact that a far greater proportion of the visitors saw these items in the Exhibit and thus, they were mentioned in greater frequency.

TABLE II.6

MOST INTERESTING AREA OF THE GALLERY EXHIBIT

PER CENT OF VISITORS MENTIONING AREA

AREA OF GALLERY	MENTIONED FIRST	MENTIONED SECOND	MENTIONED THIRD	TOTAL
Artifacts Restoration	19	8	-	27
Building Trades/People	12	4	-	16
Furnishing Crafts/Clothing	7	6	-	13
Specific Item of Exhibit	12	-	-	12
Archaeology	8	3	-	11
Reconstruction Story	5	3	2	10
Documents/Maps/Books	8	1	-	9
Pictures/Photos	4	1	1	6
Conservation/Preservation	3	-	2	5
Architecture	2	1	-	3
Historical Research	1	1	-	2
Hands on Display	-	-	2	2
Introductory Room	-	1	-	1
Positive Comment on Gallery	17	4	2	23
Negative Comment	1	-	-	1
No Comment	1	-	-	1

III. SELECTED MEDIA SURVEYS - BIGOT HOUSE

As stated in Appendix B, the purpose of the Selected Media Surveys was to provide an assessment of the various interpretive techniques used to relate Park themes. It was decided through discussions with the Park staff to select Bigot House as the example of animated houses. The results of this survey are presented in the subsequent Sections. An outline of the survey techniques used and an assessment of the data's reliability are presented in Appendix C.

III.1 CHARACTERISTICS OF VISITORS TO BIGOT HOUSE

III.1.1 ORIGIN

As mentioned in Section II.1.1, it was hypothesized that the origin of the visitor parties would affect the number of previous visits to Louisbourg and hence the amount of information the visitor may have regarding the specific themes presented at Bigot House. The results to this question, presented in Table III.1, showed that, although some differences did occur between the information found for Bigot House and the general population at the Reconstruction Site, these are not considered to be significantly different and are more likely a result of the small sample sizes involved. Specifically, residents of the United States comprised the largest proportion of visitors at 28 per cent of the total population, followed by Quebec residents (21 per cent), and those from Ontario and Nova Scotia (each at 18 per cent).

TABLE III.1

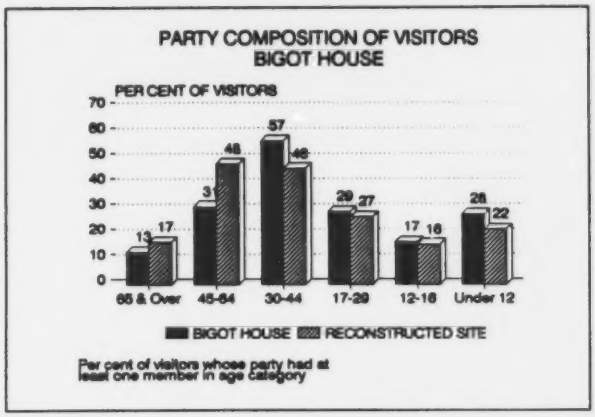
ORIGIN OF VISITOR PARTIES TO BIGOT HOUSE

ORIGIN VISITOR PARTIES	PER CENT OF VISITOR PARTIES TO BIGOT HOUSE	PER CENT OF VISITOR PARTIES TO RECONSTRUCTION SITE
Cape Breton Island	4	8
Mainland Nova Scotia	14	13
N.B./P.E.I./Nfld.	5	8
Quebec	21	18
Ontario	18	21
Western Canada	7	5
United States	28	25

III.1.2 PARTY COMPOSITION AND AGE DISTRIBUTION

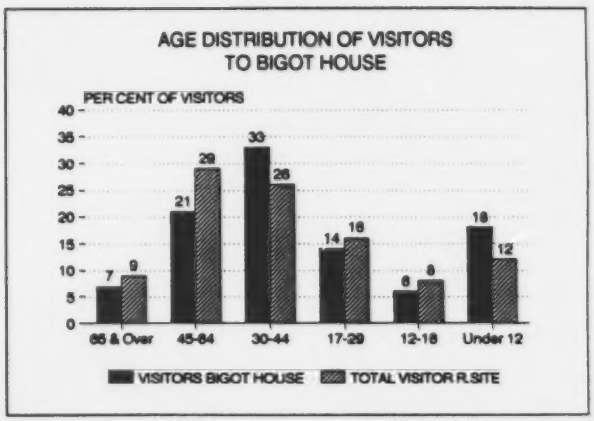
Since it was hypothesized that party composition and age structure would affect the level of interest in specific types of media techniques and that the presence of children would affect the amount and quality of time spent at a particular facility, respondents were questioned as to the age composition of their party. Figure III.1 provides an illustration of the results in party composition for Bigot House and offers a comparison to those results found for the general population at the Reconstruction Site. As shown here, there were found to be significantly more parties containing adults in the 30 to 44 age category (57 per cent as compared to 46 per cent) and fewer with members in the 45 to 64 age group. In addition, there were more parties containing at least one child under 12 years of age. It is difficult to determine why younger parties with children were attracted to Bigot House, especially given the fact that no significant differences were found in the origin composition of this group. Further investigation would be required to provide an explanation of these results.

FIGURE III.1



Translating these figures into age structure, Figure III.2 shows that, in fact, children under 12 comprised a larger portion of the Bigot House visitors at 18 per cent of the total as compared to 12 per cent of the general population. Once again, it is difficult to say why those parties with children were attracted to the Bigot House, however, the results do have implications on the type and level of information which may be provided by the animators to capture the interest of this age group.

FIGURE III.2



III.1.3 PARTY SIZE

The party size factor calculated for Bigot House was found to 3.2 people per party, a factor not significantly different from that found for the population in general (3.1 people). Hence, although there was found to be more children present in this group, this fact did not affect the overall party size factor appreciably.

III.2 USE PATTERNS AT BIGOT HOUSE

III.2.1 PREVIOUS VISITS TO LOUISBOURG AND BIGOT HOUSE

As mentioned earlier, a question on previous visits to Louisbourg and Bigot House was included in the survey on the assumption that earlier visits to the Fortress would affect the amount of prior information the respondent would have on the specific themes presented at Bigot House. It was found that 78 per cent of the visitors were at Louisbourg for the first time, a factor that did not vary significantly from the population as a whole. Unfortunately, the sample sizes obtained for this survey did not allow for a further comparison of the type of information gained by first-time and repeat visitors.

As in the case of the Gallery Exhibit, only a small proportion of the visitors were administered the question on repeat visits to Bigot House and hence, these results should be viewed with extreme caution. Of those questioned, 67 per cent were first-time visitors, 20 per cent were repeats, and interestingly, 13 per cent could not recall whether they had been to Bigot House previously.

III.2.2 AREAS VISITED AND FLOW PATTERNS THROUGH BIGOT HOUSE

Given the two points of entry to the main floor of the Bigot House, it is important to establish the general flow patterns both in and out of the House and through the five rooms which constitute the display. It was found that of those entering the main floor, 95 per cent had entered through the main entrance while 5 per cent had entered via the stairs leading from the upstairs museum. This pattern was reversed upon exiting, where 14 per cent left through the main door and 86 per cent went up the stairs to the museum.

Looking at the five main rooms, Table III.2 summarizes the percentage of visitors going to each of the areas. These results are presented at two levels, namely, the percentage of visitors who entered the room and the proportion who actually stopped and visited the area rather than just walking quickly through. This second level of use is most important if one is to obtain an accurate picture of the actual use of the facility. For example, it was found that 99 per cent of the visitors passed through Office 1 and yet 55 per cent of these merely walked straight through to other areas. Hence, effectively, only 45 per cent actually stopped in this room.

TABLE III.2

AREAS VISITED IN BIGOT HOUSE

ROOMS OF BIGOT HOUSE	PER CENT WHO VISITED ROOM	PER CENT WHO WALKED/ GLANCED THROUGH	ACTUAL PER CENT OF VISITORS TO ROOM
Office 1	99	55	45
Office 2	99	29	70
Office 3	99	41	58
Grand Cabinet	95	5	90
Salle	83	20	66

As far as total visits are concerned, the Salle received the lowest portion of visitors at 83 per cent of the total, but actual use was found to be 66 per cent. This lower percentage of visitors going to this area was believed to be a function of its location behind Office 1 and the difficulties encountered in the flow patterns to this area. Table III.3, identifies the patterns followed by decreasing proportions of all visitors to the main floor, Bigot House, and illustrates the order of areas visited.

TABLE III.3

PATTERN AND ORDER OF VISIT TO EACH AREA IN BIGOT HOUSE

PATTERN NUMBER	FIRST AREA	SECOND AREA	THIRD AREA	FOURTH AREA	FIFTH AREA	PER CENT VISITING AREA
1	Office 1	Office 2	Office 3	Gr. Cabinet	Salle	57.8
2	Office 1	Office 2	Office 3	Gr. Cabinet-	Exited	21.6
3	Salle	Office 1	Office 2	Office 3	Gr. Cabinet	10.8
4	Office 1	Salle	Office 2	Office 3	Gr. Cabinet	4.9
5	Office 1	Office 2	Office 3	Salle	Exited	2.0
6	Office 1	Office 2	Salle	Ofice 3	Gr. Cabinet	1.0
7	Office 1	Salle	Exited			1.0
8	Salle	Office 1	Office 2	Office 3	Exited	1.0

95 per cent directly from Main Entrance.
5 per cent from Upstairs.

III.2.3 TIME SPEND AT BIGOT HOUSE

As stated in Section II.2.2, the amount of time spent at a facility and its individual components is considered to be an indication of the relative interest generated. At Bigot House, the average length of stay was found to be 9.6 minutes and the majority of that time was spent in the Grand Cabinet (5.5 minutes for those who did more than just pass/glance through the room). Those who went to the Salle also recorded a significant length of stay of 3.1 minutes. As will be seen in the subsequent sections, the presence of animators and the interactions between the visitors and these animators were the main factors affecting the amount of time spent in these areas. These results are summarized in Table III.4.

TABLE III.4

AVERAGE LENGTH OF STAY IN EACH ROOM OF BIGOT HOUSE

ROOM	AVERAGE LENGTH OF STAY	
	ALL VISITORS TO ROOM	VISITORS WHO DID MORE THAN WALK THROUGH
Office 1	.4 min	.9 min
Office 2	1.4 min	1.9 min
Office 3	.8 min	1.4 min
Grand Cabinet	5.3 min	5.5 min
Salle	2.5 min	3.1 min

III.2.4 BEHAVIOURAL OBSERVATIONS AT BIGOT HOUSE

Examining the activities of the visitors in each of the rooms clearly illustrates the reasons behind the differing lengths of stay found in the preceding section. As shown in Table III.5, only 3 per cent of the visitors to Office 1 were met by an animator and interaction with the animators was negligible. In contrast, 33 per cent of those entering Office 2 were met by an animator and some interaction was noted for 25 per cent of the cases. In the Grand Cabinet, where the longest length of stay was recorded, 62 per cent of the visitors experienced some interaction with the animators. On the other hand, interaction within the party itself most frequently occurred at the Salle where it was found that 29 per cent of the visitors interacted within their own party compared to 13 per cent who made contact with the animator.

It becomes apparent from these results that, particularly in the Grand Cabinet, a high level of personal interaction between Park staff and the visitor has been achieved. The visitor had become involved in the discussions rather than merely listening to a prepared speech by the animator. This atmosphere makes it easier both for the staff member to clarity facts and to provide additional details

and for the visitor to obtain a greater knowledge of the themes presented at Bigot House. The level of information obtained is discussed in the subsequent Section.

TABLE III.5

BEHAVIOURAL OBSERVATIONS IN BIGOT HOUSE

ROOM	OBSERVATIONS	PER CENT OF VISITORS IN ROOM
Office 1	Met by Animator Upon Entry to Area	3
	Listened to Animator	2
	Interaction with Animator	*
	Interaction in Party	2
	Read Louisbourg Guidebook	4
Office 2	Met by Animator Upon Entry to Area	33
	Listened to Animator	12
	Interaction with Animator	25
	Interaction in Party	12
Office 3	Met by Animator Upon Entry to Area	10
	Listened to Animator	4
	Interaction with Animator	8
	Interaction in Party	12
	Crowded/Waited to Enter	6
	Looked at Pictures	3
Grand Cabinet	Met by Animator Upon Entry to Area	57
	Listened to Animator	28
	Interaction with Animator	62
	Interaction in Party	9
	Crowded/Waited to Enter	2
	Revisited Another Room	1
	Asked Questions	1
Salle	Met by Animator Upon Entry to Area	8
	Listened to Animator	12
	Interaction with Animator	13
	Interaction in Party	29
	Crowded/Waited to Enter	3
	Commented on Tapestry	3
	No Animator	5

* Less than .5 percent.

III.2.5 INFORMATION OBTAINED THROUGH A VISIT TO BIGOT HOUSE

The high level of interaction with the animators was reflected in the proportion of visitors who were able to identify what information they had gained through their visit to Bigot House. It was found that of those questioned, 86 per cent could identify at least one area of information they had obtained. Of this per cent, about one half indicated that the information they received concerned the role and lifestyle at Bigot House, whereas, 33 per cent mentioned more general information on 18th century lifestyles and customs at Louisbourg. In addition, 16 per cent mentioned the class differences between the rich and poor. These results, together with the less frequently mentioned details are provided in Table III.6. When one compares these results to those for the Gallery Exhibit, it appears that visitors who received information through personal contact with Park staff, were more capable of verbalizing this information upon request.

TABLE III.6

INFORMATION GAINED AT BIGOT HOUSE ABOUT 18TH CENTURY LOUISBOURG

INFORMATION GAINED	PERCENT OF VISITORS
Role/Lifestyle at Bigot	54
18th Century Lifestyle/Customs	33
Class Differences	16
Card Playing/Entertainment	10
Furnishings/Book	9
History/Purpose of Fort	6
Ships/Harbour/Fishing	5
Atmosphere of Fort	5
Layout/Architecture of House	4
Construction of Fort	2
Coins/Banks/Business	1

The relative success of this program is reinforced by the responses to the question on the most useful source of information about 18th century Louisbourg. As shown in Table III.7, 68 per cent stated that the people in costumes were the most useful source, 10 per cent indicated the furnished rooms and 22 per cent said that a combination of these two factors were the most useful.

TABLE III.7

MOST USEFUL SOURCE OF INFORMATION ABOUT 18TH CENTURY LOUISBOURG

INFORMATION SOURCE	PER CENT OF VISITORS
People in Costume	68
Rooms/Costumes	22
Furnished Rooms	10

IV. SELECTED MEDIA SURVEYS - DUHAGET THEME LOUNGE

The third type of interpretive technique used at the Fortress of Louisbourg to transmit information about the Park is the theme lounge. The purpose of these lounges is to provide information about Louisbourg, while at the same time, offering a point of relaxation during the visitors' stay at the Park. In discussions with Park staff, Duhaget Theme Lounge was selected as the example of this type of facility to be included in the Selected Media Surveys. The results of this survey are presented in the subsequent Sections. For further information on the survey design and an assessment of the reliability of the data, see Appendix D.

IV.1 USE PATTERNS IN THE DUHAGET THEME LOUNGE

IV.1.1 FLOW PATTERNS THROUGH THE LOUNGE

It was found that 42 per cent of those sampled entered the Duhaget Theme Lounge via the main entrance whereas the remaining 58 per cent entered through the audio-visual room. In total, 91 per cent of those traced entered the audio-visual room, 55 per cent went to the rest area and only 23 per cent entered the theme book area. Examining these results only for those who did more than glance or walk through the area, Table IV.1 shows that 77 per cent actually spent time in the audio-visual room, 34 per cent in the rest area and 15 per cent at the theme books. It appears from these figures that only the audio-visual room received a significant amount of use in the Duhaget Theme Lounge and that the rest area was not being used to its fullest capacity. This does not mean, however, that the lounge has failed in its objective to provide a break in the visitors' stay at the Fortress since it may be considered that those who stopped to watch the film offered in the audio-visual room would have had the opportunity to rest during this time. Given the length of stay at the Fortress of 3.1 hours on the average, this may be all the time the visitor wishes to take before heading on to other areas.

TABLE IV.1

AREAS VISITED IN THE DUHAGET THEME LOUNGE

AREAS VISITED	PERCENT OF ALL VISITORS	PER CENT OF VISITORS WHO DID MORE THAN WALK/ GLANCE THROUGH
Audio-Visual Room	91	77
Rest Area	55	34
Theme Book Area	23	15

Looking at the flow of visitors through the Lounge, it was difficult to determine any major flow patterns in the area. Basically, 65 per cent of those sampled went to the audio-visual room first, whereas 27 per cent were in the rest area and 5 per cent in the theme book area first. It is assumed that the 3 per cent unaccounted for in these calculations were those who entered the Lounge and then exited immediately. The difficulty in determining flow patterns in this area are believed to be a result of two factors, namely, the fact that visitors may enter the lounge through one of two entrances and the unstructured nature of the Lounge itself.

IV.1.2 TIME SPENT IN THE DUHAGET THEME LOUNGE

The average length of stay for visitors to the Duhaget Theme Lounge was found to be 15.3 minutes and as mentioned above, this is a significant length of time given the average stay at the Fortress of 3.1 hours and the extent of the facilities to be covered in that amount of time.

IV.1.3 TIME SPENT IN EACH AREA OF THE DUHAGET THEME LOUNGE

Table IV.2 shows that the audio-visual room occupied the visitors for most of the time at the Lounge where those who went to this area averaged a stay of 13.9 minutes. EXcluding those visitors who simply walked through the area, the stay increased to 16.3 minutes or, in other words, most visitors stayed to view a significant portion of the film. The average time spent in the rest areas for those who did more than walk/glance through was 6.1 minutes while those at the theme books spent an average of 4.4 minutes.

TABLE IV.2

AVERAGE LENGTH OF STAY OF VISITORS TO EACH AREA OF THE DUHAGET THEME LOUNGE

AREA VISITED	LENGTH OF STAY	
	ALL VISITORS TO AREA	VISITORS WHO DID MORE THAN WALK THROUGH
Audio-Visual Room	13.9 min	16.3 min
Rest Area	3.7 min	6.1 min
Theme Book Area	2.9 min	4.4 min

Given the amount of time available to the visitors, it may be concluded that those who did make use of the areas offered at this facility did spend a significant amount of time in each.

IV.1.4 BEHAVIOURAL OBSERVATIONS IN THE DUHAGET THEME LOUNGE

The behavioural observations noted for visitors sampled in the Duhaget Theme Lounge are summarized in Table IV.3. As outlined here, 46 per cent of those entering the audio-visual room viewed the entire film and this confirms the assumptions made in the preceding Section as a result of the amount of time spent in this room. As far as other observations were concerned, 8 per cent of those sampled viewed the film in part or its entirety in both languages, 4 per cent watched the end of the film before the beginning and 2 per cent didn't watch the film at all.

Activities in the rest area were more unstructured and as a result a number of observations were made regarding the visitors' activities here. For the largest percentage (21 per cent), some interaction with the Park guides was noted whereas 20 per cent just looked around the room and 12 per cent sat down to relax. Given the small sample size and the variety of activities noted in Table IV. 3, the actual percentages provided here should be viewed with caution. However, it is possible to state from these results that it seems that the visitors were making use of the rest area as intended.

TABLE IV.3

BEHAVIOURAL OBSERVATIONS IN THE DUHAGET THEME LOUNGE

AREA VISITED	OBSERVATIONS	PER CENT OF VISITORS IN AREA
AUDIO-VISUAL	Viewed Entire Film	46
	Viewed Part/Entire Film in Two Languages	8
	Watched End, Then Beginning of Film	4
	Didn't Watch Film	2
	Waited for Film to Start	1
	Room Crowded	1
REST AREA	Interaction with Guides	21
	Looked Around Room	20
	Sat Down and Relaxed	12
	Looked at Paintings/ Pictures/Books	11
	Looked out Window	7
	Read Brochure/Map/Books	7
	Listened to Guide/Visitor	6
	Listened to Guide's Talk	5
	Took Pictures	5

TABLE IV.3 (Continued)

BEHAVIOURAL OBSERVATIONS IN THE DUHAGET THEME LOUNGE

AREA VISITED	OBSERVATIONS	PER CENT OF VISITORS IN AREA
THEME BOOK AREA	Read Theme Books	31
	Interaction Within Party	23
	Looked at Pictures on Wall	11

The sample size for those entering the theme book area was extremely small but it may be said from these results, that about one third of those observed actually read the theme books while the others glanced at them. For about one quarter, some interaction within the party was noted.

From the results presented in the preceding Sections, it may be seen that the Theme Lounge is fulfilling its objectives in providing a rest area for the visitors. Given the percentage of visitors who viewed all or part of the film and the proportion who interacted with the Park guides in the rest area, it is assumed that these people did gain some information about the Park themes through these activities. In order to determine what information they received, further questioning of the visitor would be required and the coverage of the survey would have to be much more extensive in order to ensure that the sample size required would be large enough to allow this type of analysis.

APPENDIX A

SURVEY DESIGN AND RELIABILITY OF THE RESULTS - VISITOR USE SURVEY

A.1 SURVEY DESIGN

As stated in the introduction, the Visitor Use Survey was designed to provide information on all visitors to the Reconstruction Site. This survey had eight specific objectives:

(1) To determine the demographic characteristics of those visiting the Reconstruction Site;

(2) To determine the travel patterns within Cape Breton Island in relation to their visit to Louisbourg;

(3) To determine their length of stay on site;

(4) To determine what facilities they used and which interpretive programs they participated in;

(5) To determine whether their visit to the Fortress of Louisbourg was preplanned in advance of their trip or a result of information obtained while travelling on their trip to Cape Breton/Nova Scotia;

(6) To measure their level of satisfaction with various Park facilities/services;

(7) To determine what additional services would help in making the site more enjoyable and subsequently, may encourage visitors to spend more time on-site; and

(8) To determine what information has been gained concerning 18th century Louisbourg through a visit to the Park.

A complete discussion of the survey design for the Visitor Use Survey is provided in the report, "Planning Report, Fortress of Louisbourg, Visitor Use Exit and Selected Media Surveys, 1986". It was decided that an interview administered at the Park exit was the best approach to obtaining the type of information required. The population of the survey was all those visitors 17 years of age and over exiting the Reconstruction Site from 9 a.m. to 7 p.m. between July 12 and September 1 (Labour Day), 1986. Sample selection was based on a two stage procedure, the first of which involved the selection of survey days. Examination of the Park Visitor Statistics for the years, 1981 to 1985, inclusive, revealed no significant differences in the proportion of visitors entering on weekend days and weekdays. On a daily basis, however, it was found that 76 per cent of the Fortress visitors entered between the hours of 11 a.m. and 5 p.m. To allow for a more proportional coverage of the survey period, two surveyors were on duty for this time period whereas only one was on duty from 9 a.m. to 11 a.m. and again from 5 p.m. to 7 p.m. A systematic sample selection procedure with a random starting number was used to determine which of the days available throughout the survey period would be selected for the Visitor Use Survey. In total, 24 survey days were included in the sample.

The second stage sampling unit for the Visitor Use Survey was all those Park visitors 17 years of age and over exiting the Park for the final time of their visit, via Park-operated buses and during the selected survey days. In order to avoid a negative reaction from respondents who may have missed a bus during the interview time, it was decided to conduct the interviews at the Visitor Reception area after the visitors had left the bus. This location had the added advantage of providing shelter to surveyors in inclement weather. Given the length of the interview, it was possible for each surveyor to conduct only one interview per arriving busload of visitors. In order to eliminate a surveyor-selection bias, it was decided to designate two random numbers which would dictate which of the exiting visitors would be selected for interview. The numbers 3 and 9 were chosen randomly where Surveyor 1 would select the third person leaving the bus and Surveyor 2 would select the 9th. If these potential respondents did not meet the survey requirements, then the surveyors were to select the very next person 17 years of age or older exiting the bus. On a bus with insufficient passengers, the very last person exiting and meeting survey selection criteria was selected. Counts were maintained and recorded for each of the survey time periods for the entire time of July 12 to September 1, 1986 in order to establish an appropriate weighting system which would offset any effects of the variable sampling rates resulting from this selection technique.

A.2 SURVEY RESULTS

A.2.1 SURVEY COVERAGE AND SAMPLING RATES

A total of 25,075 parties entered the Fortress of Louisbourg during the period of July 12 to September 1, 1986. During that same time period, a total of 552 interviews were completed. Examining these results for the two strata, Table A.2 shows that for Stratum 1, 315 interviews were completed out of the total population of 8,837 parties, for a sampling rate of 3.6 per cent. The sampling rate for Stratum 2 was much lower at 1.5 per cent of the total of 16,238 entering parties. In order to off-set for any biases introduced as a result of these varying sampling rates, weights were calculated for each of the 24 days included in the sample. This weighting procedure involved two levels. First, the data was weighted to reflect the variation in the interviews completed and the total number of entering parties for each stratum and each survey day. Second, the results were adjusted by stratum to account for the days on which surveying did not occur. Hence, the results presented in the subsequent sections represent data that has been weighted up to represent the entire visitor population during the period of July 12 to September 1, 1986.

TABLE A.1

COMPLETED INTERVIEWS BY SURVEY STRATA

STRATUM	TOTAL ENTERING PARTIES	NUMBER OF INTERVIEWS COMPLETED	SAMPLING RATE
1 9 a.m. - 11 a.m. 5 p.m. - 7 p.m.	8,837	315	3.6%
2 11 a.m. - 5 p.m.	16,238	237	1.5%
TOTAL SURVEY PERIOD	**25,075**	**552**	**2.2%**

A.2.2 RELIABILITY OF THE SURVEY DATA

The actual number of completed interviews for the survey fell short of the 1500 to 1600 estimated in the Planning Report for the survey. If one wishes to draw comparisons between the various subpopulations of a given survey, then a range of approximately 250 to 400 responses would be required in the subpopulation in order to achieve a $\pm$ 5 per cent standard error of the estimates, 95 per cent of the time. Given the final sample of 552 interviews, this means that comparisons of subpopulations comprising less than 50 per cent of the survey population would not fall within these confidence limits and should be regarded with caution. The overall sample size is, however, adequate to provide a good understanding of the overall trends in the Park and hence, the analysis presented in Section I of the report may be considered a reliable representation of the visitor population to the Reconstruction Site.

APPENDIX B

SURVEY DESIGN AND RELIABILITY OF THE RESULTS SELECTED MEDIA SURVEYS - GALLERY EXHIBIT

B.1 SURVEY DESIGN

The purpose of the Selected Media Surveys was to provide an assessment of the various interpretive techniques used to relate Park themes. Examples were selected from each of the three major techniques used in the Park, namely, modern exhibits, animated houses and theme lounges. Upon discussions with Park staff, the Gallery Exhibit was chosen as an example of the modern exhibits. Five specific objectives were established for the survey of the Gallery Exhibit:

(1) To determine the major flow patterns through the exhibit area;

(2) to determine the amount of time spent at each of the subcomponents of the exhibit;

(3) To determine through observation any specific reactions to the exhibit;

(4) To determine what the visitor has learned regarding the specific themes discussed in the displays; and

(5) To determine prior knowledge of these themes through the use of a guided tour.

The population of the survey was the number of people 17 years of age and older entering the Gallery Exhibit between the hours of 9 a.m. and 7 p.m. from July 12 to September 1, 1986. The selection of the survey sample from the population was based on a two-stage procedure, the first stage being the selection of days to be sampled. In the selection of the survey days, two major constraints were imposed prior to the selection:

(1) Sample days already allocated to the Visitor Use Survey were removed from the sample; and

(2) To maintain surveyor morale, it was considered necessary to allocate some two day-off blocks. Although this detracted from the randomness of the sample, it provided an improved working environment for the surveyors.

The remaining 11 days in the sample period were then allocated to the three surveys constituting the Selected Media Surveys. For each surveyor, the day was broken into two shifts, 9 a.m. to 1 p.m. and 1 p.m. to 5 p.m. for Surveyor 1 and 11 a.m. to 3 p.m. and 3 p.m. to 7 p.m. fr Surveyor 2. This allowed for coverage of all hours for which the facility was opened with a concentration on the busier hours of the day. Given the 11 survey days with two shifts per Surveyor, this totalled 44 surveying shifts. Each media survey was assigned a unique number from 1 to 3 (Gallery was No.1) and the sequence order of facilities was selected randomly. This sequence was repeated over the 44 surveying shifts. Counts of the total visitor population entering the Gallery Exhibit by hour were main-

tained so that a weighting system could be developed to offset any biases introduced as a result of the first-stage sample selection procedures.

The second stage sampling unit for the Gallery Exhibit Survey was all Park visitors 17 years of age and older entering the Exhibit during the survey shifts selected. In this case, potential respondents were selected using a floating sample where the surveyor was to select the next available sampling unit upon completion of an interview/trace. Although the floating sample does introduce a variable sample rate which means an under-sampling of the population during the busiest hours, its advantages lie in the fact that it reduces surveyor selection bias and uses the time allocated to a given facility most effectively. This was particularly important in the Selected Media Surveys where the amount of time and the number of surveyors assigned to carry out the study were at a minimum. Hourly counts of the total number of visitors entering the facility were maintained to help off-set the effects of the variable sampling rate. Surveyors were required to select the very first person 17 years of age or older entering the Gallery Exhibit after the beginning of each shift. The surveyor then traced the movements of this individual through the facility. Following the completion of the trace, this same individual was approached for interview. The surveyor then returned to his post at the entry point and repeated the procedure for the very next qualifying visitor to enter the Gallery.

One adjustment of this design became necessary following initiation of the survey. It was noted that the accuracy of the electronic beam counters was questionable as visitors and Park staff moved back and forth through the entry point for various reasons. Thus, it became necessary to calibrate the counter readings for each of the survey shifts. For each of the four-hour shifts, one of the hours, selected randomly, was allocated to counting the number of visitors entering the Gallery Exhibit. These numbers were then compared to the readings obtained using the electronic counters and adjustment factors for the survey shift were calculated. This improved the accuracy of the base data but meant the loss of a total of 15 surveying hours for the Gallery Exhibit Survey, or one quarter of the total number of hours allocated to this survey.

B.2 SURVEY RESULTS

B.2.1 SURVEY COVERAGE AND SAMPLING RATES

A total of 4,752 individuals eligible for the sample entered the Gallery Exhibit during the sampling shifts covered for this survey. In this time period, 94 traces/interviews were completed for a sampling rate of 2 per cent of the potential population during the times in which surveying occurred. Because of the inaccuracy of the counters, no figures are available as to the total number of visitors eligible for sampling during the period of July 12 to September 1, 1986. In order to adjust for the varying sample sizes introduced by the floating sample, individual weights were calculated for each of the shifts in which surveying occurred. However, no attempt was made to weight these results to represent the entire population over the survey period as a whole.

B.2.2. RELIABILITY OF THE SURVEY DATA

Since no weight factors were applied to bring these results up to the entire survey population, these results may be viewed only as a reflection of the visitors during the survey shifts covered. In addition, as stated in Appendix A.2.2, a minimum of 250 to 400 samples are required in order to provide a $\pm$ 5 per cent standard error of the estimates at the 95 per cent confidence level. Hence, no comparisons of the subpopulation of the survey were possible given the final sample size. Since the analysis requirements for the Gallery survey were concerned primarily with the most prevalent patterns, the results presented in Section II of the report are still considered to be a good reflection of the major behaviour patterns identified. However, they should be viewed with the limitations discussed above.

APPENDIX C

SURVEY DESIGN AND RELIABILITY OF THE RESULTS SELECTED MEDIA SURVEYS - BIGOT HOUSE

C.I SURVEY DESIGN

As stated in Appendix B, the purpose of the Selected Media Surveys was to provide an assessment of the various interpretive techniques used to relate Park themes. It was decided through discussions with the Park staff to select Bigot House as the example of animated houses.

Five objectives were identified for this survey:

(1) To determine major flow patterns through the house;

(2) To determine the amount of time spent in each of the rooms;

(3)To determine the length of time spent in contact with the animators and the type of discussions arising from these contacts (one-way, two-way);

(4) To determine what the visitor has learned from his visit regarding the themes presented at Bigot House; and

(5) To determine if the House has met its interpretive objectives.

In order to meet these objectives, a questionnaire was developed similar to that for the Gallery Exhibit in that it involved two level, that is, a trace of the visitor as the person moved through the various rooms of the House, followed by a questionnaire administered to the same individual. The population of the survey was all those visitors 17 years of age and older entering Bigot House from 9 a.m. to 7 p.m. from July 12 to September 1, 1986. The selection of the sample from the population was a two-stage sampling procedure identical to that used in the survey for the Gallery Exhibit (see Section II.1). In this case, Bigot House had been assigned the number 2 and the random sequence of order was applied to each three-shift period over the 11 sampling days provided for the Selected Media Surveys. Second stage sampling was also carried out using the same procedures outlined in Section II.1. As in the case of the Gallery Exhibit, trouble was encountered with the electronic beam counters and it was necessary to repeat the procedures whereby the surveyor used one hour per four-hour shift to calibrate the counter.

C.2 SURVEY RESULTS

C.2.1 SURVEY COVERAGE AND SAMPLING RATES

A total of 4,003 visitors eligible for interview entered Bigot House during the 15 survey shifts included in the sample. During this same period, 114 traces/interviews were completed for a sampling rate of 2.9 per cent of those eligible for sampling during the survey shifts. The inaccurate counters did not allow for a count of the total number of visitors during the period of July 12 to September 1, 1986. Weights were calculated for each individual survey shift to adjust for the varying sample sizes, however, it was not possible to weight the sample up to the total survey population.

C.2.2 RELIABILITY OF THE SURVEY DATA

As in the case of the Gallery Exhibit results, the lack of weights to adjust for the total population and the small sample size obtained from the survey, do not permit any comparisons among the visitor subpopulations. It does, however, provide a good representation of the major patterns of behaviour found at Bigot House as long as the analysis is viewed with the limitations discussed above.

APPENDIX D

SURVEY DESIGN AND RELIABILITY OF THE RESULTS SELECTED MEDIA SURVEYS - DUHAGET THEME LOUNGE

D.1 SURVEY DESIGN

The third type of interpretive technique used at the Fortress of Louisbourg to transmit information about the Park is the theme lounge. The purpose of these lounges is to provide information about Louisbourg, while at the same time, offering a point of relaxation during the visitors' stay at the Park. In discussions with Park staff, Duhaget Theme Lounge was selected as the example of this type of facility to be included in the Selected Media Surveys. The objectives of this survey were outlined as follows:

(1) To determine the major flow patterns through the lounge;

(2) To determine the amount of time spent at each of the three major components of the lounge, i.e., rest area, theme books and audio-visual room; and

(3) To determine through observations whether the lounge has met its interpretive objectives.

In order to meet these survey objectives, it was decided that a trace of the visitors as they entered the lounge would provide the necessary data. In this case, no follow-up interview was to be included. The population of the Duhaget survey was all those people 17 years of age and older to enter Duhaget Theme Lounge between the hours of 9 a.m. and 7 p.m. from July 12 to September 1, 1986, inclusive. As in the case of the two other locations of the Selected Media Surveys, sample selection was accomplished using a two-stage procedure. This methodology, which is outlined in Section II.1 of this report, resulted in a selection of 14 survey shifts for inclusion in the Duhaget sample. Individuals included in the sample were selected using a floating sample and hourly counts were maintained to ensure that these results could be weighted to off-set the effects of the varying sampling rates introduced as a result of the floating sample technique. As in the case of the other two facilities included in the Selected Media Surveys, it was necessary to suspend surveying for one hour during each survey shift in order to calibrate the electronic counters used.

D.2. SURVEY RESULTS

D.2.1 SURVEY COVERAGE AND SAMPLING RATES

A total of 154 traces were completed during the sampling shifts. Because of severe difficulties with the counter used in the survey, the counts obtained were not considered sufficiently reliable to calculate the total survey population during the survey shifts. For this reason, it was not possible to determine either the sampling rates obtained or to calculate weights for the data.

D.2.2 RELIABILITY OF THE SURVEY RESULTS

Since there were no weights calculated for the survey results, the biases introduced as a result of the floating sample technique have not been eliminated from the data. Moreover, the sample size of 154 units is well below the necessary 250 to 400 cases required to achieve a $\pm$ 5 per cent standard error at the 95 per cent confidence level. The results that are presented in Section IV of the report must be viewed with these limitations and should be interpreted with caution.